Energy • Life Sciences • Techmedia iti

25 June 2009

ITI TECHMEDIA AWARDED SILVER MEDAL FOR INNOVATIVE FARM TECHNOLOGY

New cattle monitoring system recognised by The Royal Highland and Agricultural Society of Scotland for its potential to reduce costs and improve cattle care

ITI Techmedia today announced that technology from its Condition-based Monitoring Research and Development Programme has been awarded a silver medal under the Royal Highland and Agricultural Society of Scotland Technical Innovation Award Scheme.

The technology developed by ITI Techmedia aims to reduce the costs associated with the detection of conditions in cattle, including oestrus and parturition. Providing a means to remotely monitor herds, the wireless telemetric monitoring system offers a valuable aid to farm management, which will allow herd managers to direct their resources more efficiently. The Condition-based Monitoring system features collar hardware incorporating a range of wireless sensors, two-way radio communications between collar and base station, embedded behavioural models and protocols for data transfer from sensors.

The overall benefit of the on-farm system will arise from the delivery of good quality information, integrated into herd management systems, assisting farmers to improve the lifetime value of their cattle.

ITI Techmedia is working with a number of Commercial Partners – Embedded Technology Solutions, eCow and National Milk Records. These organisations will develop the technology into products and solutions for agricultural markets. It is anticipated that the first of these products will become available later this year.

Commenting on the award, Terry Hurley, Managing Director of ITI Techmedia, said: “To be recognised and awarded for this technology by the professional agricultural community is a great accolade. It shows that the system is considered to have the capability to make a positive contribution to herd management practices. Through our Commercial Partners we have great confidence that the market potential of the technology will be rapidly and successfully exploited.”

RHASS Director Douglas Fowlie, who chairs the assessment panel, said: “The ongoing development of new machinery and technology is integral to the efficiency of agriculture and related industries. We are pleased to recognise the effort and expertise that goes into all of that innovation and trust that our medals and certificates add value to the successful products.”

The Award will be presented to ITI Techmedia on Saturday 27th June. ITI Techmedia will be exhibiting the technology at the Royal Highland Show on Thursday 25th and Friday 26th June at the Scottish Agricultural College (SAC), Stand Number 157/158 on 7th Avenue.

The Royal Highland and Agricultural Society of Scotland Technical Innovation Awards aim to encourage and recognise innovation in the design and manufacture of machines, equipment and appliances which will advance the effective and efficient practice of agriculture, horticulture, equestrian, forestry and estate services.

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About ITI Techmedia

ITI Techmedia is committed to making brilliant ideas a commercial reality.

It commissions research and development programmes to generate market-driven, commercially-focused business opportunities in the digital media and communications technology sectors. Through extensive research of global markets it identifies future commercial opportunities and drives the formation of innovative R&D programmes. These programmes design, develop and deliver platform technologies and enable the formation of new products and services to address emerging market opportunities.

The result is a portfolio of commercially valuable, cutting-edge intellectual assets, which are owned and exploited by ITI for the benefit of the Scottish economy. These assets are licensed to new and existing organisations and stimulate the formation of start-up and spin-out companies.
Further information is available on the website: www.ititechmedia.com

About National Milk Records

NMR is the leading supplier of milk recording services in the UK, providing management information on individual cow's performance in terms of milk quality, yield and fertility. It is acknowledged by the industry that NMR is the market leader in the provision and support of dairy software in Great Britain.
NMR also supplies aggregate data to over 35 dairy industry bodies including milk buyers, MDC Evaluations and breed societies. Further information is available from: www.nmr.co.uk

About eCow

eCow is a supplier of Condition Based Monitoring systems for dairy cows. The company was formed in 2007 by industry expert, Dr Toby Mottram, to provide innovative products and services for the non-invasive monitoring of dairy cattle, targeting heat cycles, lameness and the onset of calving. Further information on eCow's range of products and consultancy services can be found at: www.ecow.co.uk

About Embedded Technology Solutions

Embedded Technology Solutions was founded to provide high quality embedded hardware and software design solutions and consultancy. Its engineering team has extensive experience in embedded system design and test, as well as wireless sensor network implementation and deployment. This balance of skills enables ETS to deliver cost-effective business solutions into the commercial market using ITI technologies, providing farmers with an infrastructure that automatically monitors the behaviour of livestock and in so doing, reduces the overall on-farm operational costs.
Further information is available from www.embeddedtech.co.uk

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