

DATAMARS



ANIMAL ID



DATAMARS

Pet reunification system

Today, more and more governments throughout the world are introducing laws to make electronic identification of companion animals mandatory.

This is accomplished by implanting tiny RFID transponders with unique ID codes under the animal's skin, which are then easily read by scanning the animal with an RFID reader. However, the unique code is of no use if it is not registered in a database.

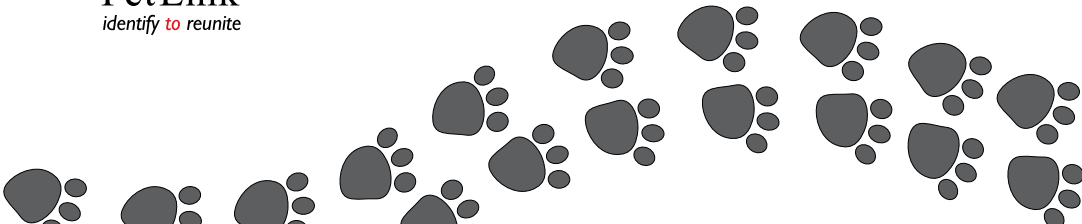
This is the reason why Datamars has expanded its product offering with PetLink, an online registry and recovery system developed in-house to help institutions and organizations reunite owners with their lost pets.

PetLink is also connected to PETMAXX, the international pet search engine which connects over 27 national databases worldwide, containing over 15 million registered companion animals.



PetLink™
identify to reunite

P E T M A X X™



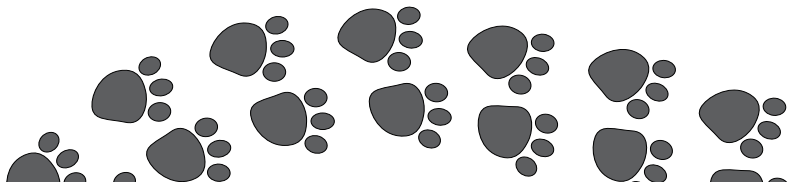
1988 2008



20 YEARS OF INNOVATION
D.**A**.**T**.**A**.**M**.**A**.**R**.**S**

Thanks to its 20-year experience in RFID-based companion animal identification and reunification, Datamars has established itself as the global market leader in this segment with clients in over 40 countries. With its profound understanding of the key issues associated with animal identification, Datamars is proud of having driven the development of the relevant ISO standards as well as of PetLink, the company's unique 24/7 online pet reunification platform.

Datamars, inventor of PetLink™





identify to reunite

RFID in the companion animal identification process

Since 1988, Datamars has been designing the most complete portfolio of RFID solutions for companion animal identification as well as the empowering online application PetLink that supports the reunification of pets with their owners. Datamars' products include rice-sized glass and plastic-encapsulated RFID transponders, painlessly injected under the skin of the animal for permanent identification, as well as the corresponding injectors and scanners.

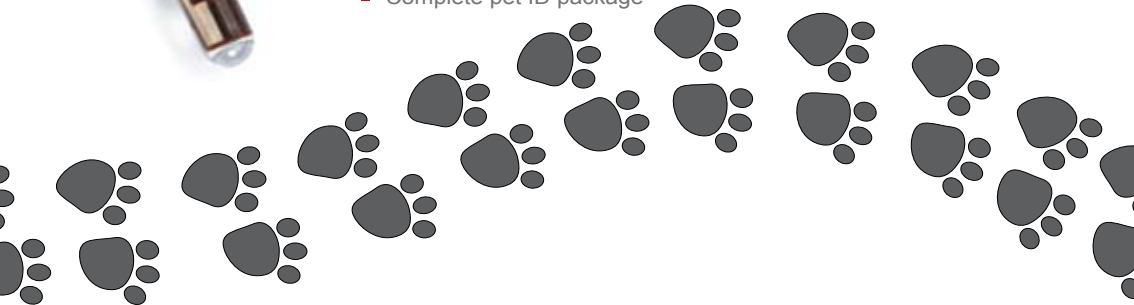
PetLink, the online registration and reunification platform, completes the offering.

Applications:

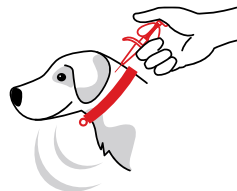
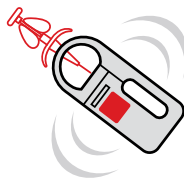
- Companion animal identification
- Lost pet reunification
- Companion animal health record management

Key benefits:

- Error-free identification
- Universal readability
- Extreme durability
- Fast and painless injection
- Complete pet ID package



The intelligent identification and reunification cycle



1 Check if the animal carries a transponder already

2 Control the function and the correct number of the transponder

3 Implant the transponder. After implantation read the transponder again



4 Do not forget to register



5 When a lost animal is found, check the transponder code to retrieve its registration information from the PetLink database

Complete solutions for RFID-based animal identification

Datamars is a specialist in radio frequency identification technology and offers a broad range of products and services for the identification of all types of animals from household pets and horses to laboratory and exotic animals.

Transponders ("Chips")

In accordance with ISO standard 11784/11785, Datamars has developed two FDX-B type transponders with dimensions of a grain of rice. One is encapsulated in glass and the other in a polymer tube. Both of these bio-compatible transponders are delivered in a sterilized disposable syringe.

Readers

Since its early days, Datamars' unique R&D organization has introduced the most innovative custom RFID reader and antenna solutions, renowned for their accuracy and reliability by all stakeholders in the companion animal industry.

Online registration and reunification platform

To support its benchmark-setting RFID-based pet identification solution, Datamars maintains an innovative online reunification platform called PetLink that can be personalized with the client's language preferences and other requirements. In those countries where no professional pet database is in place, the PetLink platform provides vets, breeders, kennel clubs, shelters and pet owners a user-friendly online service to register and report animals that have been lost or found.

PetLink databases are automatically linked to a free online search engine called PETMAXX, powered by Datamars, that can search for ID codes in over 27 national databases worldwide.

+ Service & Support for a truly complete solution!

What our customers say...

"Between Virbac and Datamars there is a long story... in the 80's, our two companies started building this innovative offer in a quasi-virgin market. Virbac launched BackHome first in Spain, Netherlands, Belgium, and then in Germany, Austria, Portugal, France... after a 15-year partnership with Datamars in the animal RFID business, BackHome is now a major product for Virbac in Europe. A nice story to continue!"

Eric Hanoune, New Technologies Development Manager, **Virbac SA**



"With over 10 years of reliable and rewarding partnership, Bayer Animal Health UK is pleased to work with Datamars to provide the innovation in products and marketing expected of leadership in veterinary microchipping."

Graham Dick, Director - Animal Health Division, **Bayer Ltd**



"Kruise A/S, the leading distributor of veterinary supplies in Scandinavia, has been working for almost 20 years with Datamars. We have achieved a market share of more than 70% in some countries thanks to the quality of Datamars chips and readers. The microchip market has become very competitive and Datamars has responded wisely by introducing the new polymer transponder which without doubt will become the new "gold standard" for microchips."

Lars Lund, Sales & Marketing Director, **Kruise A/S**



"Provet AG, Switzerland, has been distributing Datamars transponders and readers exclusively for more than 15 years and is by far the leader in veterinary microchips in the Swiss market. We are very proud to be in the position to offer Swiss veterinarians the microchips and readers renown for the highest quality standards and reliability."

Jean-Claude von Gunten, General Manager, **Provet AG**





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