



**HERDVIEW SMART READER® - HSR®**

**FINALIST  
NEW PRODUCT CATEGORY**

**RFID**  
**JOURNAL**  
**LIVE!**

**MAY 9 -11 , 2023  
ORLANDO, FLORIDA**



# ABOUT US



**HERDX® IS AN AG-TECHNOLOGY COMPANY  
DEDICATED TO DELIVERING INNOVATIVE  
PRODUCTS AND MANAGEMENT  
SOLUTIONS FOR ITS CUSTOMERS.**

**WITH ITS NEW HERDVIEW® SMART READER, UTILIZING THE LATEST  
RFID TECHNOLOGY AND ITS MANY DYNAMIC, VERSATILE USE CASES,  
IT IS NOW ABLE TO EXTEND ITS REACH INTO MANY ADDITIONAL  
MULTI-FACETED INDUSTRIES.**



# HERDVIEW® SMART READER “HSR®”



The HerdView® Smart Reader (“HSR®”) is equipped with everything needed to start scanning UHF tags out of the box.

The ultimate "plug-n-play" RFID system. With a built-in integrated UHF antenna, lithium-ion battery array, and various communication modules, the HSR® is capable of reaching many end points, from other HSR®s, to local machines like a mobile phone or tablet, or to remote cloud environment.

Comes packed with features and components in a minimal footprint.

- Embedded UHF Reader and Antenna
- Additional UHF Antenna Port
- Rechargeable Battery Array
- Bluetooth Classic and BLE
- Wi-Fi Capabilities
- Cellular Communication
- Dedicated Mesh Radio



# HSR® FEATURES



## PORTABLE

## MINIMAL INFRASTRUCTURE

## OFF-GRID

- Light-weight @ 10 lbs. & fully encapsulated.
- Ease of relocation and redeployment.
- Move wherever needed.
- Equipped with standard VESA mounting pattern.
- Mount – clamp to poles, tubes, scaffolds, or bolted into walls.
- Off-grid scanning capabilities.
- Enclosure engineered to withstand the elements.
- Solar panel charging - internal charging and power management systems.

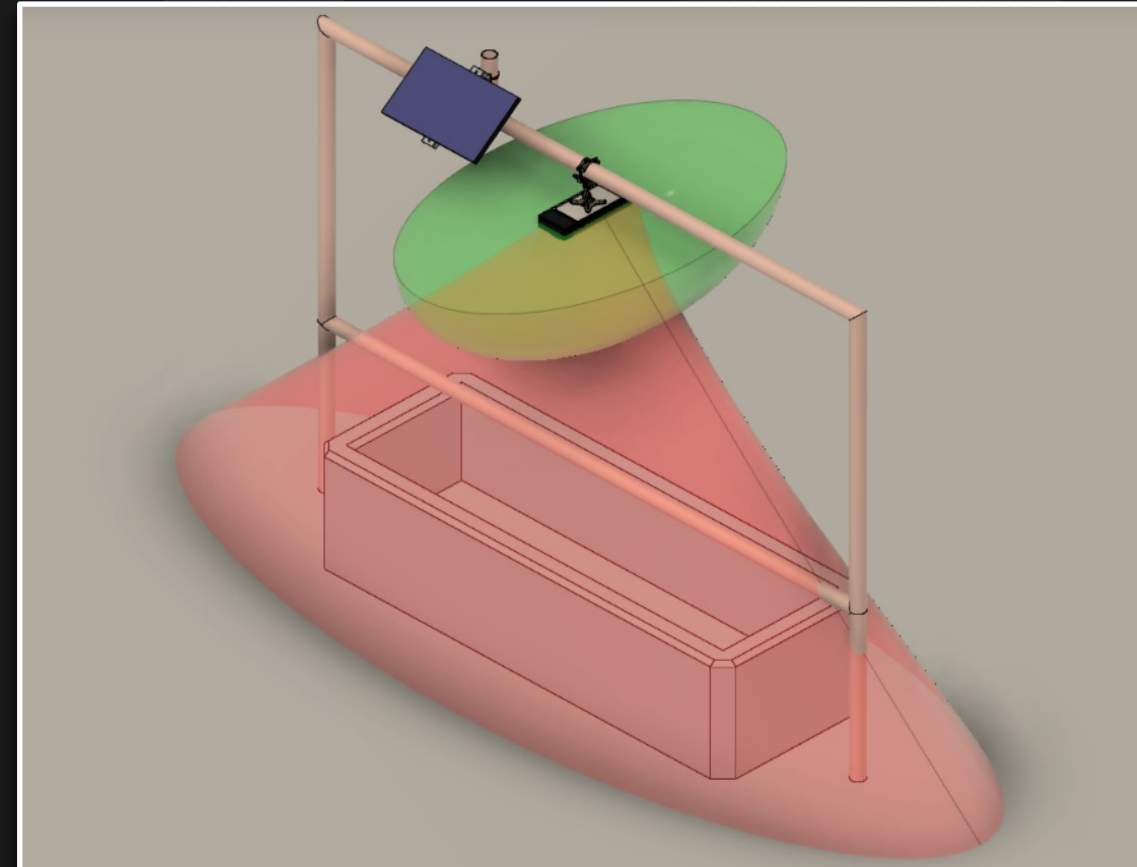


## ELLIPTICAL RADIATION PATTERN

- Embedded antenna emits fan beam pattern.
- Device detection if an RFID asset has passed through specific threshold.

## UHF RFID

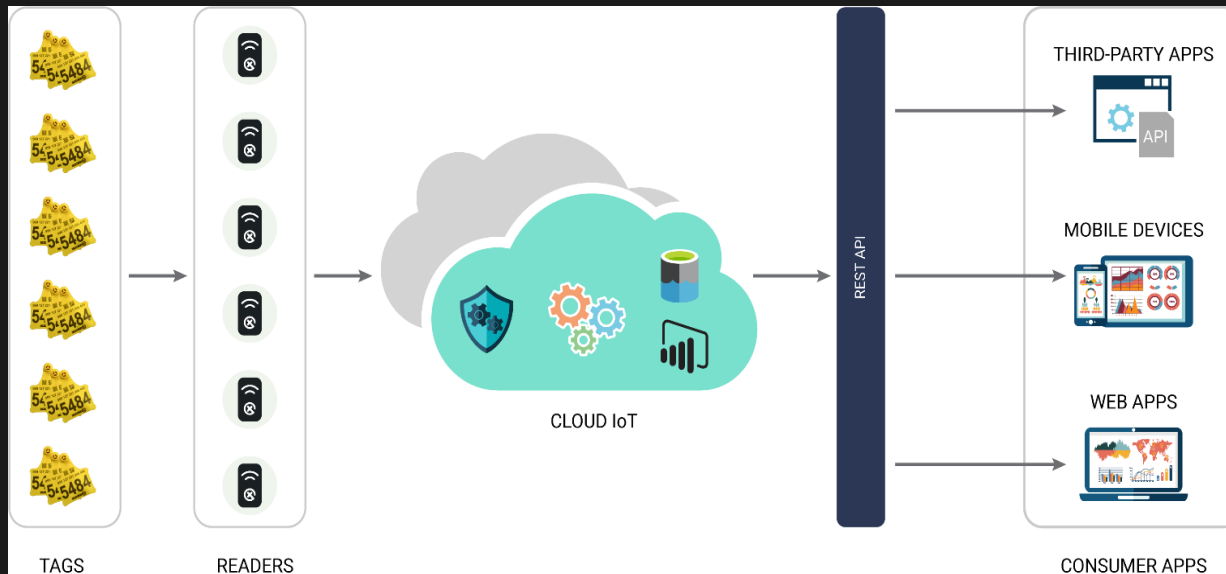
- Equipped with integrated UHF RFID module and antenna.
- Capable of scanning at distances exceeding 20 feet.
- Configurable for various scanning needs and use cases.
- High-speed scans of up to 750 tags/second.
- Adjustable radiation power, duty cycle, and lower-level RFID configurations.



**Elliptical Radiation Pattern**

## LOCAL DEVICE MESHING

- Mesh radio equipped - enables RFID system collaboration with other RFID systems – information sharing and tag scans.
- Wireless connection to additional RFID antenna - allows for flexible and unique RFID reading scenarios without having to manually dedupe data.



## DEVICE TO CLOUD COMMUNICATION

- Contains an embedded cellular modem and SIM card.
- Cloud connected endpoint by default.
- RFID scans automatically offloaded every 5 minutes to cloud-based ingestion system.

## AGRICULTURE - CATTLE INDUSTRY

### USE CASE VIDEO

## QUESTIONS





# HERDX®

FOR MORE INFORMATION  
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