

GERALD & COW TRACKING STORYBOARD



Gerald operates a ranch in a remote area and has no communication infrastructure to track cattle. His inability to track and monitor cattle in rolling and hilly terrain often leads to economic losses to the ranching operation.



In chatting with a friend, Gerald learns about a new technology that can be used to keep track of his cattle. The technology uses a low power, long-range, communication protocol that would allow him to track each animal.



Gerald decides to try out the new system and installs a few antennas on the hills surrounding his ranch along with collars for each of his cattle.



Gerald begins to realize value in this new system and can see where all the cattle are on his ranch. The map view provides a summary of where the cattle are grazing across the property.



Gerald gets an alert that one of his female's body temperature is on the rise and suspects she may be in labor. After using the system to locate her he finds her in distress and in need of assistance to deliver her calf.



After using the system for the past year, Gerald is very pleased with this new technology and how it has enabled him to more efficiently use resources to manage his land more effectively. In the end, the system helped him reduce his financial loss and make his ranching operation more profitable.