

## ***Lightning*ROD Reader**

We have been asked numerous times to compare or contrast the *Lightning*ROD Reader with other handheld readers that are available on the market. Although there may be similarities in physical appearance or with a specific attribute the overall functionality of the *Lightning*ROD Reader clearly sets it apart from the other units, as can be seen with the following comparison:

In summary:

The *Lightning*ROD has at least a 15% - 20% **longer read distance**.

The *Lightning*ROD **reads and transmits tags faster** at over 80/minute.

LCD Display on *Lightning*ROD is double the size at ¼” and easier to read.

The **Unique Vibrating** *Lightning*ROD provides a fast distinctive confirmation of each read, so the user can focus on the animal.

Five indicator lights are located on the *Lightning*ROD to confirm its operational mode versus 2 to 3 LEDs on other readers.

**Battery Life** in the *Lightning*ROD is 3 to 4 times longer at 12 hours to allow a full day of work without recharging or replacing batteries.

The Bluetooth Link is both automatic and LED confirmed through the **SmartWire™ Interface** Dongle as soon as it is powered up.

*Lightning*ROD Reader is available in **2 lengths**, with several models to suit each application, where all units are Bluetooth enabled.

Standard – 2’ Length

Extended – 3’ Length

LCD – Display Screen

Look-up – with software to load 2000 cow, ‘lists to find’ into memory

Hands-Free – Straps to back of wrist freeing hands for giving shots

**Look-up** *Lightning*ROD searches for specific tags in memory, alerts the operator and flags the tags found for later download to a PC.

Rugged **fiberglass-epoxy shell** withstands drops on concrete and any wash-down in the rain.

When looked at feature by feature there is clearly no other reader that can measure up to the ***Lightning*ROD Reader** even at higher prices.