



## *Half Price Upgrade Endgate Announced!*

The Next Generation of Cow Sense® herd management software (*NxGen*) has been available to current Cow Sense Version 4 customers for over three years. Now with the General Release of the Upgrade from Cow COMM to Chuteside, Pocket Cow Sense *NxGen* Desktop and *NxGen* Sale Manager Exchange, the upgrade path is complete!

The Upgrade to Cow Sense *NxGen* is now highly encouraged for current customers using Version 4 as well as the companion products (Pocket Cow Sense, Cow COMM and Sale Manager). This Upgrade is available to customers previous licensed for these products at **HALF PRICE**. *However time is of the essence! This Half Price offer will expire December 31, 2017! Act today to take advantage of the savings!*

The cost of the upgrade to *NxGen* will depend upon the product(s) you choose as shown below:

<i>Cow Sense NxGen Upgrade Pricing (from Cow Sense Version 4)</i>		
<i>Product</i>	<i>Retail Price</i>	<i>Upgrade Price</i>
EZ-100	\$150.00	\$75.00
EZ	\$300.00	\$150.00
PRO-100	\$300.00	\$150.00
PRO	\$600.00	\$300.00
Chuteside	\$300.00	\$200.00*
Pocket Cow Sense	\$195.00	
Pocket Cow Sense <i>NxGen</i> Desktop		\$50.00

\* Cow COMM Pro users receive an additional \$50.00 discount, reducing the Chuteside upgrade price to \$150.00

The revolutionary design of this **ALL NEW** product strikes an incredible balance between **ease of use, robust capabilities** and **user customization**. This has been a phased rollout as we have rebuilt over 25 years of programming from the ground up into just two core designs: **EZ and PRO**. Each design is actually a template offering features from which you can pick and choose based upon the level of detail you want your herd records to provide.

In addition, your herd size and number of herds you maintain will be a consideration. **EZ-100 and PRO-100** are designed for operations that have **100 head or less of active breeding cows** in a single herd file. There's no limit to herd size or number of herd files with **EZ or PRO** unlimited.

Please follow the link below to the **NxGen Features Comparison** for more information about what is included and the differences between our EZ and PRO designs. Check off what features are important to your operation and select which product is best for you:  
[http://www.cowsense.com/ng/docs/features\\_5120.pdf](http://www.cowsense.com/ng/docs/features_5120.pdf)

The products and upgrades may be purchased at the Cow Sense e-Store by following this link:  
<http://www.shopcowsense.com/>. If you prefer to order by phone, please call (800) 584-0040 with a credit card handy and we can have you up and going in no time.

As features and enhancements are added they will be released as **free updates**. Cow Sense **NxGen is update aware**, therefore you set how often you wish for Cow Sense to check for updates and it will notify you if there are any available (provided a connection to the Internet is open). If there is an update, and if you direct it to do so, the Auto Updater will download and install the updates. This insures that you will always have the most current features.

**Current Cow Sense customers** can download and install a Trial Edition of **NxGen** by logging into your account at the Cow Sense Corral. Simply follow the link below and enter your Username and Password. If you don't recall your login information, simply click on the **"Send my login"** button and we will email it to your e-mail on file. You can also call (800) 584-0040 and request your account information. <http://www.cowsensecorral.com/corral/login.aspx>

If you use companion products such as **Pocket Cow Sense or Cow COMM**, please follow these links for information about the General Release of these product Upgrades:

**NxGen Chutside General Release:** [http://www.cowsense.com/ng/docs/chuteside\\_release.pdf](http://www.cowsense.com/ng/docs/chuteside_release.pdf)

**NxGen Pocket Cow Sense General Release:** [http://www.cowsense.com/ng/docs/ngpcsdesktop\\_release.pdf](http://www.cowsense.com/ng/docs/ngpcsdesktop_release.pdf)

Cow Sense **Sale Manager Customers** should also follow this link for more information regarding the **NxGen Sale Manager Exchange:** [http://www.cowsense.com/ng/docs/smexchange\\_release.pdf](http://www.cowsense.com/ng/docs/smexchange_release.pdf)

We continue to add new features and migration of the few remaining features from the past programs to the present **NxGen** platform. This is a top priority for our development and technical support staff. As we close that chapter of the Cow Sense legacy, we are announcing that we will no longer be able to commit these valuable resources to old version products. We will make this transition as smooth as possible and continue to support Cow Sense Version 4 and companion products until December 31st, 2017.

**However, as of January 1, 2018 we will no longer provide product support or technical assistance for previous version product (excluding Sale Manager as stated in Cow Sense NxGen Sale Manager Exchange Announcement referenced earlier). In addition, no further program modifications to Cow Sense Version 4 or companion products will be made as all development resources will be focused on continued improvement to the NxGen platform.**

Current customers choosing to upgrade can convert all previous Cow Sense Version 4.85 data! A **Herd Converter Wizard** is a part of the upgrade so you can **easily convert your Cow Sense Version 4 data** into the new **NxGen** format. Please follow this link to the NxGen guide for helpful information on this process: [http://www.cowsense.com/ng/docs/guides/ngg\\_001.pdf](http://www.cowsense.com/ng/docs/guides/ngg_001.pdf)

We sincerely **thank you for your support of Cow Sense products and services over the past 25+ years!** It has been our pleasure to work with you and the beef industry for which we share the same passion. Hopefully this announcement has communicated our plans and commitment to **continue providing the most advanced, yet user friendly tools required for profitable herd management**. We are extremely excited about the capabilities and role **Cow Sense NxGen** will play in your operation as well as the entire beef industry in the future.