

SEGES in Denmark Decided to Test State-of-the-Art Japanese Technology.
SEGES Will Conduct a Test of AI Driven Cattle Behavior Monitoring System U-motion®.

DESAMIS Co., Ltd. (headquartered in Aomi, Koto-ku, Tokyo; Koji Seike, founder and CEO; hereinafter called Desamis) and NTT TechnoCross Corporation (headquartered in Shibaura, Minato-ku, Tokyo; Kazuhiko Kushima, CEO; hereinafter called NTT-TX) are pleased to announce that Desamis and NTT-TX will conduct a test of AI driven cattle behavior monitoring system U-motion® in cooperation with SEGES in the Kingdom of Denmark (hereinafter called Denmark).

Contents

SEGES is providing Danish farmers with the best possible solutions for running more profitable and competitive business while taking into account the environment and animal welfare. One of SEGES's programs is the FarmTest, which consists in testing and supporting the introduction test of new technologies and methods, so that farmers can quickly adopt the most cutting-edge equipment. As SEGES recognized the usefulness and potential of U-motion®, Desamis and NTT-TX will participate in the FarmTest program.



Cattle Barn in Denmark



Image of U-motion® in Use

Overview of the Test

Period: December 2019 - September 2020

Location: Denmark

Scale: 600 cows in total (three barns and ranches of about 200 cows)

Condition: All cattle breeds are Holstein. Ranches are free stall barns.

Purpose: To validate that the heat and disease alert functionalities of U-motion® meet certain standards.

Future Plan

Once SEGES assures U-motion® the required quality on the basis of the test results, the report can be available to Danish farmers. Desamis and NTT-TX are planning to expand the U-motion® business in Europe and other countries after SEGES's assurance.

About U-motion®

U-motion® is an artificial intelligence (AI) driven cattle behavior monitoring system that records cattle's activities and behaviors (feeding, drinking, ruminating, moving, standing and lying) round the clock with one tag of multiple sensors attached to the neck of each cattle. The AI driven system keeps an eye on herds and is able to determine the health and heat status of the cattle by analyzing a large amount of data transferred by sensors. The alerts and warnings notification system is certain to contribute to improve herd management.

* U-motion® is the registered trademark of Desamis.

* The behavior analysis technology used in U-motion® is one of elements of NTT Group's AI, corevo®.

* corevo® is the registered trademark of Nippon Telegraph and Telephone Corporation.



(<http://www.ntt.co.jp/corevo/>)

* All product names and company names are generally trademarks or registered trademarks of the corresponding companies or organizations.

Royal Danish Embassy, Japan

The Embassy's principal purpose is to represent Denmark in Japan, to create value and strengthen partnership and already excellent relations between Denmark and Japan. The Embassy helps strengthen Danish and Japanese trade relations by aiding Danish companies that wish to export to Japan and by promoting to Japanese companies that wish to invest in Denmark. The Embassy also works on improving general knowledge about Denmark through Public Diplomacy. Japan and Denmark concluded the Treaty of Amity and Commerce in 1867, and it was the 150th anniversary of the establishment of diplomatic relations in 2017. (<https://japan.um.dk/ja/>)

DESAMIS Co., Ltd.

Desamis assists farmers and animals via new IoT/ICT/AI technologies including the AI-driven cattle behavior monitoring system (U-motion®). Based on the enormous data it gathers, Desamis will become a partner for solving management issues, and pave the way for Agricultural prosperity in the world from Japan.

(<http://www.desamis.co.jp/>)

NTT TechnoCross Corporation

NTT TechnoCross combines NTT's state-of-the-art technologies with products from all over the world, delivering the best solutions to customers. The cross communication with our customers from different industries further leads to our innovative services. (<https://www.ntt-tx.co.jp/>)

Contacts

Royal Danish Embassy, Japan

Tel: +81 (0)3 3496 3001

Ms. Iida

Invest in Denmark

Ms. Matsumoto

Food and Agriculture

DESAMIS Co., Ltd.

Ms. Kamakura

Corporate Communication Department

Email: contact@desamis.co.jp

NTT TechnoCross Corporation

Mr. Shinohara, Ms. Morikawa

Press & Public Relations Group, Sales Promotion Department

Contact Form: https://www.ntt-tx.co.jp/contact/products/u-motion_Inq_eng.html