Now Available!

The Next Generation of Cow Sense® herd management software (NxGen) is available! The revolutionary design of this **ALL NEW** design strikes an incredible balance between **ease of use, robust capabilities** and **user customization**. This has been a phased rollout as we have rebuilt over 20 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 the number of herds you wish to 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 is no limit to herd size or number of herd files with either the **EZ or PRO** designs.

The products and upgrades maybe purchased at the Cow Sense e-Store at the link below: **http://www.shopcowsense.com/** If you prefer to order by phone, please feel free to call (800) 584-0040 and we can have you up and going in no time. The cost of the upgrade to **NxGen** will depend upon the product you choose. Current customers benefit from previous Cow Sense investments as they can upgrade at **half** the retail price, as shown below:

Cow Sense NxGen Upgrade Pricing (from Cow Sense Version 4)		
Product	*Retail Price*	*Upgrade Price*
EZ-100	$150.00	$ 75.00
EZ	$300.00	$150.00
PRO-100	$300.00	$150.00
PRO	$600.00	$300.00

Please follow the link below to the Cow Sense Information Center for more information about what is included and the differences between our EZ and PRO designs. The NxGen Features Comparison allows you to check off what features are important to your operation and select which product is best for you: ***http://www.midwestmicro.com/ng/info.htm***

As the few remaining features, as well as a host of ALL NEW 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 is 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.

Not a current Cow Sense Customer? You can register for and download a NxGen Trial at the following link: ***http://www.cowsense.com/trial.asp .*** The NxGen ***Trial Edition*** provides you the opportunity to test drive the program and try out all the new features and design. The Cow Sense "Help" Menu has links to the NxGen ***Quick Start Guide and Video Tutorials***. Both are excellent references to help you get acclimated to this entirely new powerful Cow Sense environment.

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, Cow COMM, Premium Interface Component (PIC) Sale Manager* or are licensed for the *Multi-User Edition*, you will want to wait to upgrade until *all* products you currently use are released.

Current Cow Sense Customers are not required to UPGRADE your Cow Sense Version 4 product. We will continue to support Cow Sense Version 4 for some time. However no further feature enhancements or changes to Version 4 will be made as all development resources will be focused on 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 herd file* into the new NxGen format. Please follow this link to the NxGen guide for helpful information on preparing a Cow Sense Version 4 herd for conversion: *http://www.cowsense.com/ng/docs/ngg_001.pdf*

Please continue to monitor your e-mail, our website at **www.cowsense.com** as well as the Cow Sense Corral and Facebook for more information. Please remember to log into the Cow Sense Corral and confirm we have your current e-mail in the "My Account" section.

We sincerely *thank you for your support of Cow Sense products and services over the past 20+ 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 have to play in your operation as well as the entire beef industry in the future.

Please contact us with any questions or let us know how we may help!

The Cow Sense Team!

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