# DATAMARS

## *VALUE* TRANSPONDER IDENTIFICATION PACKAGE



- Unique and permanent pet identification
- Bio-compatible glass transponder
- Handy and painless microchip implantation
- Reliable proof of ownership
- Detachable needle for easy disposal
- Ideal product for shelters, animal rescuers and pets rehoming centers
- ISO-compliant microchips can be read nationally and internationally

## Product description and benefits:

**Transponder:**
Datamars Value gives pets **a silent but effective voice.** Unlike a collar with tag or tattoo, a microchip cannot be falsified, removed, torn or chewed off.

Each glass transponder is as **small as a grain of rice** (13.3 x 2.12 mm), and contains a permanent, unalterable **ID code that is unique to that animal.**

The microchip comes pre-loaded in a disposable and ergonomic implanter, **ready for use.** The blister has coloured indication to confirm that it has been treated by **EtO gas.** It includes individually barcode labels to simplify documentation and record keeping.

The Value product, thanks to its combination of quality and competitive cost, is **best suited for shelters, animal rescuers and pets rehoming centers** that have a need for larger microchip quantities.
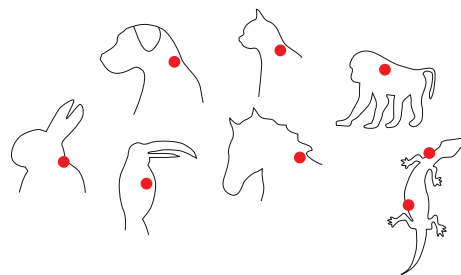
Once implantation is complete, the detachable **needle can be removed for easy disposal.**

## RECOMMENDED IMPLANTATION SITES

**Canine and Feline:** The transponder is implanted subcutaneously on the left side of the neck, behind the ear, lateral of the fourth to the fifth cervical vertebra.

**Equine:** The microchip is implanted within the nuchal ligament in its middle third or at the halfway point between the ears and the withers. This is the recommended implantation site in all countries except Australia where the microchip is implanted in the musculature of the left neck or the anterior injection triangle.

**For more information on recommended microchip implantation sites, visit the World Small Animal Veterinary Association at www.wsava.org.**
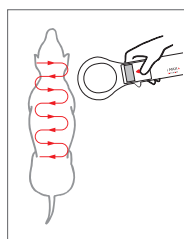
**Reader:**
The reader communicates with RFID transponders via low power, low frequency radio waves.
The passive transponder transmits its preprogrammed unalterable code, identifying the animal at high speed.
The transponder can be read through any non-conductive material.

## KEYS TO EFFECTIVE SCANNING:

1. Hold the scanner close to or touching the pet
2. Scan slowly and patiently
3. Rock the scanner back and forth slightly while scanning because implanted chips are in various orientations
4. Begin and concentrate scanning at the cranio-dorsal aspect of the pet
5. Scan in a horizontal then a vertical "S" pattern down the pet as shown in the diagram
6. Consider scanning each pet more than once

## CORRECT IMPLANTATION PROCEDURE:

1. Scan the pet to check if it carries a transponder already
2. Verify function and correct number of the transponder prior to implantation
3. Implant the transponder according to recommended implantation sites. After implantation, scan the microchip again to verify function and don't forget to register it in a pet recovery database
4. Twist the needle assembly anticlock-wise to remove it from the body of the syringe and dispose it according to local regulations for veterinary waste

## TECHNICAL DATA:

| | |
|---|---|
| Size (L x Ø) | 13.3 mm ± 0.4 x 2.12 mm ± 0.05 |
| Weight | ≈0.114 g |
| Operating temperature | -25°C to +70°C |
| Storage temperature | -40°C to +90°C |
| Passive, without battery | |
| ID code | 15 digits conforming to ISO Standard 11784, FDX-B type |
| Working Frequency | 134.2 kHz |
| Memory capacity | Total memory 512 bits, 64 bits required for ISO Standard 11784 |
| Reading distance | Up to 30 cm |
| Housing | Bio-compatible glass |
| Packaging | Box of 100 transponders each |

Subject to change without notice

ICAR MEMBER

DATAMARS' innovative RFID-based solutions are the result of more than 25 years of industry experience that have enabled the company to establish itself as the global market leader in the companion animal identification market. Having driven the development of ISO standards for companion animal identification, DATAMARS works with pharmaceutical companies, shelters, kennel clubs and charitable organizations to deploy its unique pet identification and reunification solution to improve the lives of companion animals around the world.

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