

## **GMS Unveils New Radio Frequency ID Technology for Deer Farming**

*Bringing advanced technology to game management, GMS® unveiled its new Radio Frequency Identification (RFID) system which promises to revolutionize the way deer and wildlife managers track animals, maintain data and work day to day.*

**June 19, 2008** - [PRLog](#) -- WACO, Texas — Continuing to bring advanced technology to game management, GMS® unveiled its new Radio Frequency Identification (RFID) system before an audience of more than 150 deer breeders at the recent 3rd Annual Whitetail Workshop at Mustang Creek Ranch in Salado, Texas. The new state-of-the-art RFID module connects with the GMS Pro game management software and promises to revolutionize the way deer and wildlife managers track animals, maintain data at their facilities and work day to day.

Endorsed by some of the largest game ranches in the country, GMS software is considered by most industry experts to be the most complete, yet 'easy to use' game management software on the market today. Today, the all-new RFID system by GMS combines the efficiency of the GMS software with an automatic identification method that stores and remotely retrieves data about a deer breeder's animal using radio tags and a hand-held radio transmitter/receiver wand, engineered by Gallagher, an animal management system specialist since 1938.

"We are extremely excited about our new RFID module for the GMS game management software," says Mike Owens, president of GMS. "Radio frequency identification (RFID) has become a significant technology for food and farming industries because it delivers a number of benefits including animal identification and livestock disease control. Now, many of those same benefits can be achieved in the deer breeding industry and utilized by individual breeders to maintain records on their breeder bucks, fawns and their entire herds."

Using the newly developed RFID module associated with GMS Pro software dramatically reduces labor required for record keeping and improves record accuracy overall. The technology uses radio frequency waves to transmit to and receive information from RFID tags — tiny silicon-based devices embedded behind the deer's ear or elsewhere — which act similar to bar codes. With a simple pass of the portable wand, the deer is identified and all of its records within the GMS database are immediately accessed.

The RFID module is a free update through GMS and was developed with a high-performance GMS RFID wand by Gallagher ([www.gallagherusa.com](http://www.gallagherusa.com)) which features an ergonomic design for ease of use and trigger action to initiate tag read. A protective hand guard and slim design reduces risk of trapping hands or arms in animal handlers, and the super tough molded housing is comprised of the same material used for crash helmets. Tag read confirmation is provided by a loud beeper and super bright LED.

Gallagher high-quality products provide a systematic approach to wildlife management and are intended for the serious game managers and, Gallagher has taken great pride in the products and technology it has developed for the management and control of all types of animals.

Designers of the No. 1 tool in wildlife and game management, GMS helps breeding facilities, hunting operations and land owners manage properties whose focus is on quality deer and game management (including deer farmers/breeders), organize and maintain all of the pertinent information needed to manage a successful ranch. Innovative and comprehensive, the GMS program allows users to begin quality deer management, track all aspects of a hunting property, develop plans to help maximize herd health, quantify herd ratios, compositions and age structures, develop a wildlife management plan, schedule hunts, record

information in the field via Pocket PC technology and much more.

To learn more about GMS game management software or the RFID technology, call 254.752.1608, email [gamesolutions@sbcglobal.net](mailto:gamesolutions@sbcglobal.net) or visit [www.wildlifemanagementsoftware.com](http://www.wildlifemanagementsoftware.com).

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Located in Waco, Texas, GMS® offers technology for successful game management and is the No. 1 Game Management Solution in the Deer Industry. For more information on GMS, call 254.752.1608 or visit [www.wildlifemanagementsoftware.com](http://www.wildlifemanagementsoftware.com).

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