



Ecat-iD Campus

**OVOSENSE® IS DESIGNED AND ENGINEERED BY CEVA ECAT-ID CAMPUS**

✓ Ceva Ecat-iD Campus invests heavily in the research and development of the very best egg processing technology.

✓ Ceva Ecat-iD Campus is the leading global provider of the next generation in innovative hatchery automation.

**Designing the future of hatchery automation**

**CUSTOMER SERVICE WORLDWIDE PRESENCE**  
with local Services teams in all of these countries



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**OVOSense®**

EGG SETTING ANALYZER



**DETECTS EGGS POSITIONED UPSIDE DOWN**

**Ovosense®**

Identifies upside down eggs at setting, allowing Broiler and Layer producers to hatch 100% of eggs into quality day old chicks



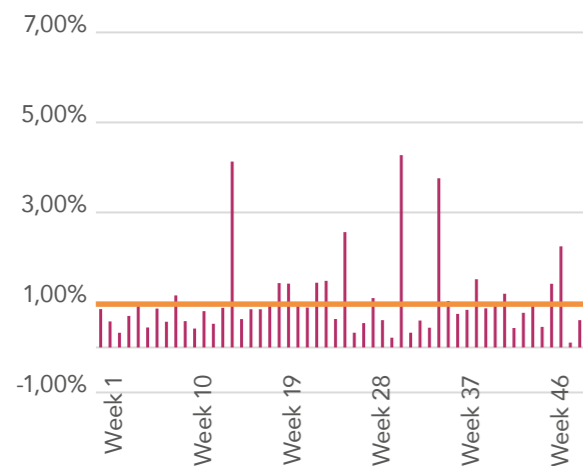
# DO YOU KNOW HOW MANY **UPSIDE DOWN EGGS** YOU HAVE IN YOUR FLOCKS?

Upside down eggs can represent 1 to 3% of the yearly hatching egg production.

## WHAT'S YOUR CASE?

Case A:

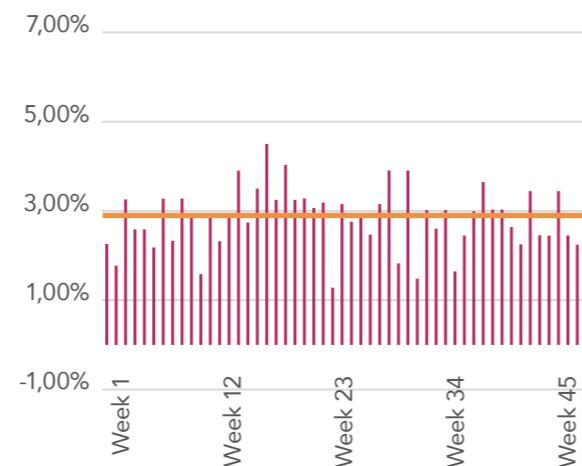
**Yearly data from a non-integrated hatchery, shown an average of 1.04% upside down eggs**



1% of upside down eggs represents around **extra 498 000** day old chicks per years or **174K€ per year\***

Case B:

**Yearly data from an integrated hatchery, shown an average of 2.82% upside down eggs**

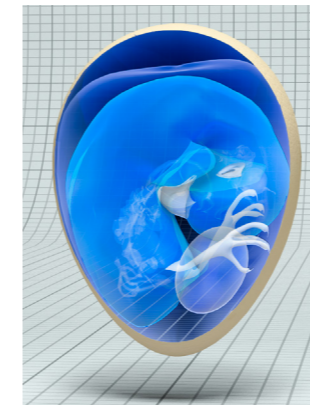


3% of upside down eggs represents around **extra 1 494 000** day old chicks per years or **522K€ per year\***

\*For a hatchery production of 60M eggs per year, average hatch of 83%, and 0.35€ selling price for day old chick

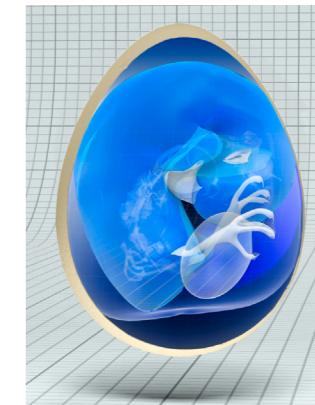
## UPSIDE DOWN EGG. WHAT IS IT?

### PROPER SETTING



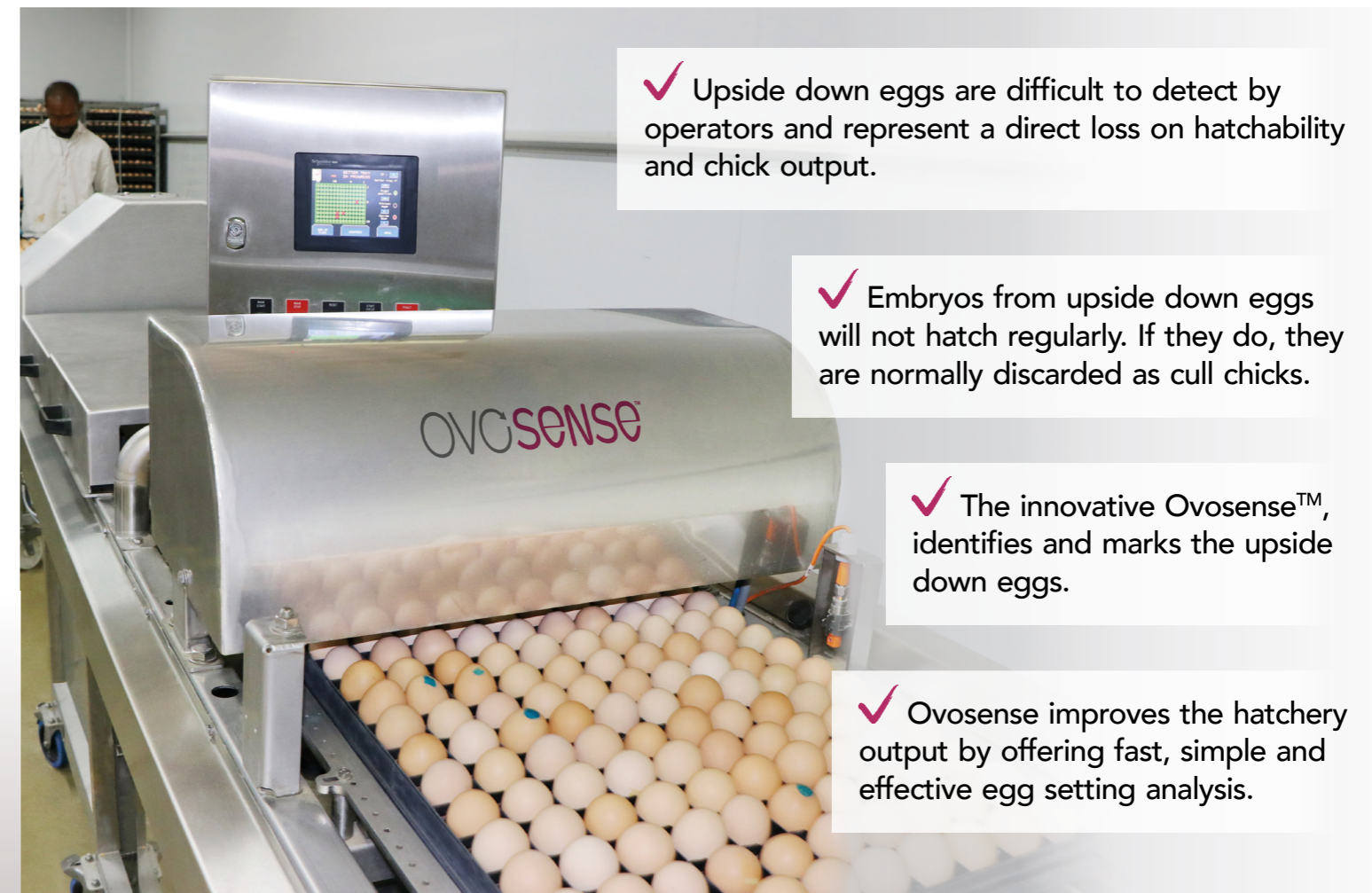
Embryo's head is towards air chamber in the blunt end. The embryo will use air chamber to breath at hatch.

### UPSIDE DOWN EGG



Embryo's head is located away from the air chamber. The embryo can not reach the air chamber to breath at hatch.

**Identification of upside down eggs before incubation gives a chance to 100% of the fertile eggs to produce a good day old chick.**



✓ Upside down eggs are difficult to detect by operators and represent a direct loss on hatchability and chick output.

✓ Embryos from upside down eggs will not hatch regularly. If they do, they are normally discarded as cull chicks.

✓ The innovative Ovosense™, identifies and marks the upside down eggs.

✓ Ovosense improves the hatchery output by offering fast, simple and effective egg setting analysis.