New Technology - INSolutions Mobile Application

Hereford bull buyers now have a tool available that enables them to easily access a range of information on their mobile phone when evaluating prospective purchases of Hereford genetics with the release of the new INSolutions Mobile App.

The INSolutions Mobile App has been developed by the Agricultural Business Research Institute (ABRI) in Armidale and can now be downloaded from the iTunes App Store or Google Play for a cost of $1.99. It is compatible with most iPhone and Android mobile devices.

Managing Director of ABRI, Mr Murray Scholz explained that the new INSolutions App builds on the features of the successful Internet Solutions web based service and enables a far more user friendly display of the information available regarding an animal when using a smart phone.

“When viewing sale bulls on sale day, the app enables bull buyers to view a range of information regarding each lot including a 2 generation pedigree, complete EBVs and selection index information, the popular EBV graph display, vendor comments and a photo of each animal” said Mr Scholz.

“Furthermore, the INSolutions Mobile App is fully interactive enabling bull buyers to easily search and sort the catalogue on particular criteria of interest, while a favourites feature enables sale lots of particular interest to be easily highlighted and viewed in a separate list”. Mr Scholz highlighted that while the app has been primarily designed to assist bull buyers, it is not limited to the viewing of sale catalogues, with Member Lookup, Animal Lookup and Semen Catalogue facilities also available within the app. These functions provide instant access to detailed information from the complete electronic herdbook for each registered breed organisation.

“In this manner, the app will also be of great benefit to beef producers when viewing animals in the paddock or at agricultural events and shows, or when trying to obtain contact details for an individual seedstock producer” said Mr Scholz.

Further information regarding the INSolutions Mobile App is available by contacting Andrew Byrne at Southern Beef Technology Services on (02) 6773 3357. A video demonstration of the app is available from the following web page: http://abri.une.edu.au/mobile/web/.

Compiled of inclusion in 2012 Hereford Annual Magazine