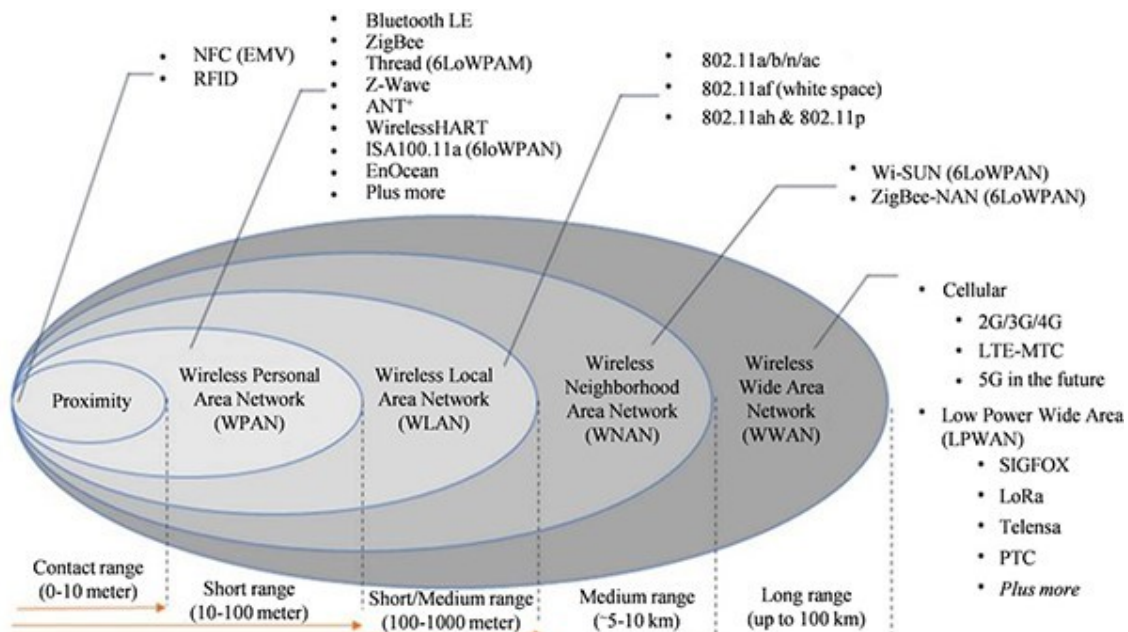


*The future of rodent control is here. The traditional, time-consuming method of manually checking traps just got a lot smarter thanks to the science of IoT (Internet of Things)...*

What does IoT enable when it meets a device like a mousetrap? 24/7 monitoring, real-time capture alerts and up-to-the-minute program verification. This means that instead of getting caught up in the cycle of checking and scanning empty traps, now there is the ability to immediately respond to a capture alert and spend the time needed to identify the root cause of the problem. The result? Improved efficiency, audit readiness and protection for your business, brand and the public health. If you've been considering the idea of going digital, it's likely you have a few questions.

## Here are the top 3 things you should know about going digital with your rodent monitoring system

1. **Technology matters.** Before taking a shot in the dark, you need to understand that many types of technology exist on the market, each with unique features and varying levels of detection sensitivity and accuracy. Understanding the pros and cons of available systems is a vital ingredient for success.
2. **Not all network platforms are created equal.** Network connectivity in complex environments is a key feature to look for when considering digital rodent systems in order to ensure your system is working reliably 24X7. Everyone is familiar with cellular and WiFi networks, but did you know that these communication platforms can be challenged in factories, food processing facilities, convention centers and other complex environments? Other network platforms exist and you can use the table below to compare their features and characteristics.



"Wireless Modules Operating in the Sub-GHz Bands Offer a Simpler Route to Market for Sensor Networks." Digi-Key Electronics, 30 Nov. 2017, <https://www.digikey.ie/en/articles/techzone/2017/nov/wireless-modules-operating-in-the-sub-ghz-bands>

3. **False Positives are common in many technologies available today.** False capture alerts destroy the value proposition of remote monitoring and cause headaches and unnecessary labor. Be sure you understand this key performance metric and invest in a system that has solved this issue.

This is a great starting point, but when it comes to new technology, there is a lot to consider. The good news is Guidelines and best practices are available to help you. Bayer developed these alongside top food safety, technology and industry experts to include everything you need to know about purchasing, implementing and maintaining a digital rodent monitoring system. For more information or to receive a free copy of Guidelines and Best Practices, email Alec Senese at [alec.senese@bayer.com](mailto:alec.senese@bayer.com).

ALWAYS READ AND FOLLOW SYSTEM INSTRUCTIONS

Bayer Environmental Science, a Division of Bayer CropScience LP, 5000 CentreGreen Way, Cary, NC 27513 1-800-331-2867.

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