

For immediate release

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Game-changing Tech: GSatRancher

How a South Florida engineering firm is turning livestock agriculture on its head

Working with Globalstar, GSE officially launched its truly disruptive GSatRancher product, a solar-powered satellite tracking ear tag, engineered to meet the categorical needs of the cattle ranching industry, in late April of this year. The compact, but rugged device can be deployed on a single cow for its entire life without maintenance, providing up to three years of data and traceability for each tagged animal. The technology opens the door to affordable, reliable data collection for off-grid ranches, which is positioned to change ranching as we know it.

The GSatRancher ushers in a new era of data intelligence within the ranching industry, offering a level of supply chain traceability that represents a greenfield opportunity in this market. This newfound access to data will immediately equip breeders, ranchers, processors, retailers, and consumers with the verifiable history of every single cut of meat, from farm to fork.

Over and above the innovation of simply introducing data collection to this market is the compounding factor that GSE is uniquely positioned to make this data revolution possible at an all-inclusive, one-time price of just \$130 per animal. The cost includes the terminal, network airtime for the entire 3 years of service, a tracking software license for GSE's industry-best platform, GSatTrack, and ownership rights to the data.

GSE has a decades-long reputation as a trusted and secure engineering and data software partner, servicing clients in both the private and public sectors with custom satellite-based solutions. Next to its projects with the US Department of Defense and NASA, GSE considers its upcoming opportunities with the GSatRancher to be among its most exciting work.

"When the rare occasion to redefine the way an entire industry does business presents itself, that's where we want to focus our efforts."

-Jeff Palmer, CEO of GSE