



## PRESS RELEASE

# AURA

## *Revitalising livestock farming, raising the profile of livestock farmers!*

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For several years now, the French livestock sector has been undergoing a major restructuring, with farmers' expectations becoming increasingly specific. Their day-to-day operations are characterised by labour shortages, the need for visibility, the ability to analyse their performance indicators to make the right decisions, the rationalisation and organisation of work, and so on.

Today, KUHN, a leader in livestock management solutions, must provide a response that offers new prospects for farmers.

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The AURA project was launched within the KUHN Group in 2015. Having reached its final phase in 2020, AURA was unveiled to the public on 17 September during the KUHN Virtual SPACE 2020 digital event. It is the result of the work of a dedicated team, created specifically for this purpose, bringing together an incredible range of skills, as varied as mechanics, hydraulics, electricity, electronics, robotics, safety and navigation.

AURA is a state-of-the-art feeding automation solution. It opens up new horizons for livestock farmers, offering them all the technical and economic flexibility that traditional feeding robots may lack today.

### **AURA is synonymous with freedom!**

The farmer will be completely freed from the obligation to feed their animals. The AURA solution is the only process that allows for the preparation of a precisely mixed ration from the silo to the feeder.

The farmer will have complete freedom regarding their infrastructure. The AURA solution offers total flexibility in terms of mobility and compactness, freeing the farmer from the need to modify their livestock facilities.

The farmer will be completely free from financial pressure. The AURA solution requires only minimal changes to infrastructure. Therefore, there are no restrictions regarding the number of facilities and/or the size of the herd. AURA is a modular and fully scalable solution.



### **AURA is synonymous with accessibility!**

AURA is a 100% accessible solution during its integration into the livestock farm. It offers two guidance modes: outside the facilities using RTK GPS combined with odometry, and inside the facilities using LIDAR technology. The AURA solution requires only a single mapping of the farm prior to commissioning.

AURA is an easy-to-use solution. Based on a classic herd management interface, AURA's programming is designed to be simple and intuitive for the farmer.

AURA is also an affordable solution. The purchase price of AURA covers the full cost of the solution: no additional expenditure is required for perimeter adaptations.

### **AURA: Revitalising livestock farming... Empowering the farmer!**

The AURA solution will revitalise the livestock sector by delivering the benefits of precision feeding, whilst also offering a fresh perspective on livestock farming. Having this solution on your farm means being fully in tune with the expectations of the new generation of farmers and their staff.

20% of time in dairy farming is spent on feeding (source: BTPL). The AURA solution will empower the farmer by freeing them from the constraints of ration distribution, making them less of a manual labourer and increasingly more of a technical expert and manager.

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