

Presented by

**SUSTAINABLE
DEVELOPMENT**

ID WORLD
THE PLAYERS OF THE AUTO ID INDUSTRY

**The most authoritative
directories in the industry**

Top Suppliers 25

animal identification

2017



***ID WORLD's annual directory featuring
the world's leading suppliers of
animal identification technologies***

A human approach

Wearable technology for humans is a hot topic and people are therefore asking whether wearable technology for animals will also thrive in future and the 300 suppliers and many start-ups now appearing with wearable technology for animals to sell want to understand the big picture and the competition and evolving market. The big actual and potential users from farms to horse studs may also need input.

The needs, technology and markets for wearable electronics for animals, from pets to livestock and wild animals include a range of back-up equipment and systems and devices that are ingested to rest in a stomach of an animal.

Over the coming decade, manufacturers will rise to 500 as the value market increases more than 2.5 times. Most of these devices and their systems are used in the USA and Europe followed by Australia where RFID tagging of cattle is manda-

tory. RFID ear tags for cows then non-RFID collars on dogs for many purposes are currently the most popular forms of wearable electronics on animals across the world.

In 2027, livestock tagging will still be most popular but it will much more often involve diagnostics. Indeed, medical diagnostic tagging of livestock, pets and endangered species will become commonplace. Medical treatment using electronics and electrics will also be steadily adopted following today's practice on humans with heating, cooling, iontophoretic drug delivery and so on, eventually even in response to the fitted diagnostics.

The animals most likely to employ wearable electronics in volume in the next decade are those controlled by humans notably certain livestock, work animals and pets that we identify but conservation of wild species will also increase in number and sophistication.

In terms of technology, in the EU the system for the identification and registra-

tion of individual bovine animals includes the following elements: double eartags for each animal with an individual number; maintaining a register on each holding (farm, market, etc.); bovine, equine, pet etc passports; a computerised database at national level with a future voluntary interoperability of bovine databases. As from July 2019, for bovine animals, member state and operators may choose the electronic identifier from an electronic ear tag, a ruminal bolus or an injectable transponder.

Approved ID

Meanwhile in the US, technologies include official eartags, approved animal identification number (AIN) devices and an approved national uniform eartagging system (NUES).

This TOP 25 Suppliers of Animal ID Technology directory presents leading players who provide a range of tags, equipment, readers, software or other forms of automatic animal ID product or service available on the market.



ANIMAL IDENTIFICATION TOP 25



AEG ID	www.aegid.de		✓	✓	✓	✓	✓					✓	✓	✓	✓	✓	✓
Agrident	www.agrident.com		✓			✓					✓			✓			
Allflex	www.allflexusa.com		✓			✓	✓							✓			
Atmel	www.atmel.com	✓											✓	✓	✓	✓	✓
Avid Canada	www.avidcanada.com			✓									✓				
BOSolutions	www.boscorporate.com		✓								✓	✓		✓			
Dalton ID	www.daltonid.com		✓	✓	✓	✓	✓						✓	✓	✓		
Datamars	www.datamars.com			✓		✓	✓						✓				
Destron Fearing	www.destronfearing.com	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓	✓
EM Microelectronic	www.emmicroelectronic.com	✓															
EZ-id	www.ezidavid.com		✓	✓	✓	✓	✓							✓		✓	✓
GAO RFID	www.livestock.gaorfid.com		✓			✓					✓			✓			
HID Global	www.hidglobal.com	✓	✓	✓	✓								✓	✓	✓	✓	✓
Hauptner-Herberholz	www.hauptner-herberholz.de		✓	✓	✓	✓	✓				✓		✓	✓			
I.D.ology	www.id-ology.com		✓	✓	✓	✓	✓				✓	✓	✓	✓			
Leader Products	www.leaderproducts.com.au		✓		✓	✓	✓							✓			
microsensys	www.microsensys.de	✓		✓		✓	✓					✓		✓	✓	✓	
Nedap Agri	www.nedap-liveid.com		✓		✓	✓	✓				✓	✓		✓			
Nordic Star	www.nordicstar.co.uk		✓											✓			
NXP Semiconductors	www.nxp.com	✓															
Optibrand	www.optibrand.com							✓				✓		✓			
Planet ID	www.planet-id.com		✓	✓	✓	✓	✓					✓	✓	✓	✓		
Skoubee	www.skoubee.com	✓										✓	✓				
Syscan ID	www.syscan-id.com	✓	✓			✓	✓					✓	✓	✓	✓	✓	✓
Trovan	www.trovan.com		✓	✓		✓							✓	✓	✓		
WPI	www.wpi-europe.com		✓			✓	✓						✓	✓			
Y-TEX	www.y-tex.com		✓											✓			
Zee Tags	www.zeetags.com		✓	✓									✓	✓			

ANIMAL IDENTIFICATION TOP 25

AEG ID

www.aegid.de
info@aegid.de

EAR, INJ, BOL, HH-R FIX-R, DC PET, FARM, LAB, FISH, END

Hörvelsinger Weg 47, D-89081 Ulm – Germany

Tel. +49 731 140088 0

Fax +49 731 140088 9000

AEG ID, a leading global supplier of RFID technology, designs and manufactures a comprehensive portfolio of tags and readers for a broad range of markets and applications. The animal identification division develops transponders, injection implanters and RFID readers for livestock, pet, bird and fish identification and tracking applications. Tag form factors include glass encapsulated tags, pigeon rings, ear tag inlays and boluses. Animal tracking applications based on AEG ID RFID technology enable end users to automatically record the origin and history of each individual animal.

Agrident

www.agrident.com
mail@agrident.com

EAR, HH-R, MGMT, FARM

Steinklippenstrasse 10, D-30890 Barsinghausen - Germany

Tel. +49 51 05 58257310

Fax +49 51 05 58257317

For more than 20 years Agrident has been committed to RFID and the livestock business. The company provides RFID systems for agricultural process control systems, animal management and traceability systems world-wide. With this long time experience it is Agrident's essential aim to adapt RFID technology perfectly to the needs of the livestock industry.

Allflex

EAR, HH-R, FIX-R, FARM

Animal identification and management tools for the livestock industry based on real-world performance



Allflex is a global provider of the design, technology, manufacturing and delivery of animal identification for traceability systems across all production. The company brings cutting-edge, practical applications of visual, electronic and radio frequency animal identification technology to livestock industries across the world, contributing to a safer global food supply. As a pioneer in electronic (radio frequency) identification systems, it launched the first custom, laser-marked visual identification tag and introduced the its Global Tag with guaranteed permanent laser-ink marking.

with products distributed in 80 countries. The company consistently introduces new and improved products based on sound manufacturing and an understanding of how those products need to perform in real-world conditions. This means embracing innovation so customers have an advantage in their marketplace.

P.O. Box 612266
DFW Airport
TX 75261 - USA

Tel. +1 972 456 3686
Fax +1 972 456 3882

www.allflexusa.com

Today, Allflex has a global network of experts and more than 50 years of experience in animal identification, with manufacturing and technology subsidiaries in the U.S., Canada, Europe, Australia, New Zealand, Brazil and China -



ANIMAL IDENTIFICATION TOP 25

Atmel

www.atmel.com
rfid@atmel.com

IC, PET, FARM, LAB, FISH, END

Theresienstr. 2, 74072 Heilbronn – Germany

Tel. +49 7131 67 0

Fax +49 7131 2340

Atmel is a worldwide leader in the design and manufacture of microcontrollers, capacitive touch, advanced logic, mixed-signal, nonvolatile memory and RF components. For active and passive RFID applications, Atmel offers a broad line of contactless RFID semiconductors (ICs, wafers, micromodules and complete transponders). Atmel, a pioneer in the RFID area, provided the industry's first read-only IDIC®s at the end of the 80's. Today, Atmel is a key player for 100-150-kHz LF RFID ICs.

AVID Canada

www.avidcanada.com
info@avidcanada.com

INJ, PET

Bay 6 Suite 200, 4500 5th St NE Calgary AB T2E 7C3 – Canada

Tel. +1 403 264 6300

Fax +1 403 263 2055

Since 1994, Advanced ID's wholly owned subsidiary, AVID Canada, has marketed low frequency (LF) RFID microchips and readers purchased from American Veterinary Identification Devices (AVID) for the purpose of permanent identification in the pet industry. The company's mandate is to educate and encourage the public to become responsible pet owners; create public awareness regarding loss, theft, and euthanasia of animals; and provide a high level of products and customer service to veterinarians, shelters, SPCA's and associations for the safety of all animals.

Better Online Solutions

www.boscorporate.com
info@odem.co.il

EAR, DC, MGMT, FARM

20 Freiman St., Drive-In-Center, Industrial Zone, Rison Lezion - Israel

Tel +972-3-9540000

Fax +972-3-9660345

B.O.S. Better Online Solutions is a leading provider of RFID and supply chain solutions to global enterprises, helping over 2,000 customers worldwide improve the efficiency of enterprise logistics and organizational monitoring and control. BOS offers a number of RFID and mobile solutions to farms, dairies, and ranches. BOS Livestock enables livestock operations to manage, track, support and plan all day-to-day tasks. To date, it supports all farming processes, including real-time tracking of animals and farm equipment, and lifecycle monitoring of all animals, enabling preventative treatment for disease management.

Dalton ID

www.daltonid.com
sales@daltonid.com

EAR, INJ, BOL, HH-R, FIX-R, PET, FARM, LAB

Dalton House, Henley-on-Thames, Oxfordshire RG9 1HG – UK

Tel. +44 1491 419 000

Fax +44 1491 419 001

TAs one of the first companies in the world to produce and patent two piece plastic eartags, Dalton was established in 1948 and offer the widest range of RFID tag options for livestock and other living animals in the world under their registered brand name I-Tags. All global sales are co-ordinated through an international network and controlled from their UK HQ. Complementing the i-Tag range Dalton offers a range of Gallagher handheld and fixed panel readers. The combination of these leading products provides one of the best holistic approaches to Animal Management Systems in the world today.

Datamars

www.datamars.com
animal-id@datamars.com

INJ, HH-R, FIX-R, PET

Via ai Prati CH-6930 Bedano-Lugano – Switzerland

Tel. +41 91 935 73 94

Fax +41 91 945 03 30

Datamars is a global supplier of high performance RFID-based solutions. Founded in 1988, the company has developed a broad range of identification solutions based on RFID transponders, readers and antennas and is currently market leader in the companion animal and textile identification markets. Fully integrated product portfolios, technological innovation and a profound understanding of customer requirements have earned Datamars a reputation for quality and performance. As an RFID manufacturing company, Datamars has developed a worldwide distribution network in each of its target markets.

ANIMAL IDENTIFICATION TOP 25

Destron Fearing

www.destronfearing.com
CustomerService@destronfearing.com

IC, EAR, INJ, BOL, HH-R, FIX-R, BIO, RTLS, PET, FARM, LAB, FISH, END

490 Villame Avenue, South St. Paul MN 55075 – USA

Tel. +1 800 328-0118

Fax +1 800 328 4565

Destron Fearing is a leading global manufacturer of electronic and visual identification solutions. Since 1945, the company's goal has been to partner with producers, marketing organizations and governments worldwide to manage the escalating demands of the global marketplace by offering smart, cutting-edge animal identification hardware. Over 100 million animals around the world have been electronically chipped with Destron Fearing produced microchips. Annually over 3,000,000 fish and 10,000,000 other animals receive electronic identification microchips. Another 50,000,000 animals every year receive visual tags.

HID Global

IC, EAR, INJ, BOL, PET, FARM, LAB, FISH, END

Implement trusted solutions to track, identify and secure pets, livestock and laboratory animals worldwide



HID Global is a world leader in the development of radio frequency secure contactless technology used for animal identification and to manage and safeguard critical assets. Recognized for robust quality, innovative designs and industry leadership, HID develops and manufactures a wide range of RFID transponders designed for livestock, pet, fish and lab animal identification. Our innovative tags are standards & regulatory compliant and fully interoperable with other standardized Animal ID components and systems. Durable small form factors with best-in-class read range performance led veterinary professionals to trust Genuine HID™ quality animal identification transponders. RFID tracks animals' veterinary history, ensures proper care, and prevents the spread of disease. Additionally, assures health, safety and identifies lost or stolen pets, aiding in their return. From farm to fork, tracking and managing

animals for food products has become increasingly critical and challenging. HID Global transponders help manage and safeguard livestock and products in the food supply chain.

At HID Global, we work as a trusted advisor with system integrators to deliver innovative solutions that continue to ensure the health and well-being of animals and consumers alike. Contact us at today at tagsales@hidglobal.com to learn more

Rte Pra-Charbon 27
1614 Granges - Switzerland

T. +41 21 908 0100
F. +41 21 908 0101

www.hidglobal.com
tagsales@hidglobal.com



LEGENDA

PRODUCTS

IC = Integrated circuits
EAR = RFID eartags
INJ = Injectable RFID tags
BOL = RFID boluses
HH-R = Handheld RFID readers
FIX-R = Stationary RFID readers
BIO = Biometric ID
RTLS = Real-time Location Systems

SOFTWARE

MGMT = Herd/farm management software
DC = Data collection software

SPECIES

PET = Pets
FARM = Livestock
LAB = Lab animals
END = Endangered
FISH = Fish

ANIMAL IDENTIFICATION TOP 25

EM Microelectronic

www.emmicroelectronic.com
info@emmicroelectronic.com

IC

Rue des Sors 3, 2074 Marin – Switzerland

Tel. +41 32 755 5111

Fax +41 32 755 5403

EM4205/4305 and the new EM4200 are the ideal low-frequency RFID chips to fulfil the specific needs of animal identification. These very small, low cost ISO 11784/11785 compliant transponder chips perfectly meet existing and future livestock requirements, offering an unparalleled reading range. EM Microelectronic is a leading RFID manufacturer with more than 30 years experience in IC design and production and is present around the globe. EM is part of the Swatch Group.

EZ-id

www.ezidavid.com
ezid@avidid.com

EAR, INJ, BOL, HH-R, FIX-R, FARM, FISH, END

4412 4th Street Road, Greeley, CO 80634 – USA

Tel. +1 970 351 7701

Fax +1 970 351 7711

EZ-id Animal Identification Systems is the livestock, fish and wildlife division of Avid ID Systems. The company specializes in RFID (radio frequency identification devices), also known as electronic identification (EID), for livestock, fisheries, traditional and non-traditional production animals including beef, dairy, swine, elk, deer, bison, sheep, goats, alpacas, llamas, fish, and exotic animals. As the livestock and fisheries/wildlife division of Avid, the company focuses on the special issues relating to these species, including volume discounting.

GAO RFID

www.livestock.gaorfid.com
sales@gaorfid.com

EAR, HH-R, MGMT, FARM

601 Milner Avenue, Third Floor, Toronto, Ontario M1B 2K4 – Canada

Tel. + 1-416 292-0038

Fax +1 416-292-2364

GAO RFID delivers RFID readers, RFID tags, as well as, turnkey RFID solutions that consist of highly integrated hardware and software and professional services. These professional services include 'proof-of-concept', systems integration and 'prototyping' services. Our team of experienced CompTIA RFID+ certified professionals has a mandate to recognize and understand your business's RFID needs. For livestock and other large animals we recommend our external FDX-B Ear Tag which provides read rates that are twice as fast as the HDXS tags.

Hauptner-Herberholz

verkauf@hauptner-herberholz.de

EAR, INJ, BOL, HH-R, FIX-R, MGMT, PET, FARM

Kuller Str. 38-44, 42651 Solingen – Germany

Tel. +49 212 / 2501 0

Fax +0049 212 / 2501 136

H. Hauptner und Richard Herberholz is a manufacturer of veterinary instruments, animal identification and stock-breeding equipment. The company offers electronic ear tags for farm animals, injectable transponders for pets, as well as portable readers. The priority is customer satisfaction and animal health, which can be fulfilled with the company's extensive experience, innovative products and flexible solutions.

I.D.ology

www.id-ology.com
idology@id-ology.com

EAR, INJ, BOL, HH-R, FIX-R, DC, MGMT, PET, FARM

1324 West Clairemont Avenue, Eau Claire, WI 54701 – USA

Tel. +1 715 834 9922

Fax +1 715 834 9886

Established in 1993, I.D.ology is an RFID and data collection company that specializes in automated solutions that improve operating efficiency. In the field of animal identification, the company provides identification and tracking solutions consisting of electronic ID tags, readers and software applications to dairy farmers and ranchers. It also provides injectable RFID transponders and accessories for pet identification.

ANIMAL IDENTIFICATION TOP 25

Leader Products

www.leaderproducts.com.au
enquiries@leaderproducts.com.au

EAR, BOL, HH-R, FIX-R, FARM

465 Hume Highway Craigieburn, Victoria 3064 – Australia Tel. +61 3 8339 9000 Fax +61 3 8339 9051

Incorporated in 1948, Leader Products is a specialist manufacturer and distributor of livestock identification systems and wholesale distributor of an extensive range of veterinary and animal husbandry products. We are solely Australian owned and operated. As well as having a branch in New Zealand, we have extensive overseas representation in Europe, North America, South America, Asia and Africa. We are also an approved supplier for the National Livestock Identification System (NLIS Cattle Tags, NLIS Sheep Tags).

microsensys

www.microsensys.de
info@microsensys.de

IC, INJ, HH-R, FIX-R, DC, FARM, LAB, END

Office Park im GVZ, In der Hochstedter Ecke 2, D-99098 Erfurt – Germany Tel. +49 361 598740 Fax +49 361 5987417

For more than 20 years in the RFID market microsensys has successfully developed and produced technically demanding RFID components. microsensys is mostly specialized in the frequency range 13,56 MHz and offers intelligent transponders, sensors, readers and software components based on the standards ISO 15693 und ISO 14443. The company operates international and primarily in niche markets. Based on a wide product portfolio microsensys develops customized RFID systems. The core competencies are miniaturization, special packaging, sensor integration and product qualification for special requirements.

Nedap Agri

www.nedap-liveid.com
info@nedap-liveid.com

EAR, BOL, HH-R, FIX-R, MGMT, DC, FARM

Nedap LiveID, PO Box 104, 7140 AC, Groenlo – The Netherlands Tel. +31 544 471 100 Fax +31 544 466 839

LiveID is the new Rfid product line that world recognized leader in Rfid Nedap has introduced for the livestock market. The LiveID portfolio consists of premium Rfid labels like eartags and bolusses as well as Rfid readers. Key elements for this product line are easy to use and rugged design. In the agri sector Nedap is already active for over 30 years in individual electronic identification and process automation. With LiveID Nedap is your trusted worldwide partner in Rfid projects.

Nordic Star

www.nordicstar.co.uk
sales@nordicstar.co.uk

EAR, FARM

Skipton Road, Harrogate, North Yorkshire HG1 4LG – UK Tel +44 800 731 9465 Fax +44 141 891 5595

Nordic Star, founded in 1996, started as a small business selling agricultural products and began specialising in animal ID products in 2000, in particular cattle ear tags. As the cattle ear tag business steadily grew, Nordic Star quickly established itself as a company who deals direct with the farmer. The company believes that, as well as offering a high quality product, it is important to give customers sound advice and expertise in an area which is often regarded as complex and cumbersome for the farmer. Dealing direct with the farmer also means that Nordic Star can offer competitive prices and speedy delivery.

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FISH = Fish

ANIMAL IDENTIFICATION TOP 25

NXP Semiconductors

www.nxp.com

IC

Gutheil-Schoder-Gasse 8-12 A-1102 – Austria

Tel. +43 1 608700

Fax +43 1 60870 4467

NXP is a top 10 semiconductor company founded by Philips more than 50 years ago. Headquartered in Europe, the company has 37,000 employees working in more than 20 countries and posted sales of USD 6.3 billion in 2007. In the field of animal ID, NXP addresses the livestock, pet and pigeon identification segments. NXP Semiconductors HITAG 2 and HITAG S transponder ICs are in full compliance with the animal ID standard ISO 11784/85 and ISO 14223-1. Additional features include encrypted authentication and multi tag operation.

Optibrand

www.optibrand.com

info@optibrand.com

BIO, DC, FARM

123 N. College Avenue, Suite 240, Ft. Collins, CO 80524 – USA

Tel. +1 970 490 6022

Fax +1 970 490 6025

Optibrand was founded in 1998 by three Colorado State University professors who wanted to develop a secure, biometric and humane method to identify and trace livestock. In early 2004, Optibrand entered the international marketplace with its Secure Source Verification solutions. With these innovative products, Optibrand can offer food producers around the world a fraud-resistant, inexpensive system to add value to their products. By positively identifying individual animals from birth and throughout the food processing chain, the system helps assure food safety, control the spread of animal disease and add value to branded premium products.

Planet ID

www.planet-id.com

contact@planet-id.com

INJ, EAR, BOL, HH-R, FIX-R, DC, PET, LAB, FARM

Hauptstr. 5-9, D-45219 Essen – Germany

Tel. +49 2054 939 65 0

Fax +49 2054 939 65 19



Planet ID offers a wide range of products and on top of this we have put our focus on the development of user-friendly and competent solutions. Managed by a veterinarian, our products are developed by professionals for professionals. Our core business is electronic animal identification and we are also experienced in the industrial RFID field: consulting on government level as well as realization of logistics and traceability for industrial productions. We are flexible, quick and reliable – just ask our customers. www.dvc.services - Deep Validation Control, a check of injectable transponder conformity of ISO 11784 or of official National identification schemes.

Skoubee

www.skoubee.com

info@skoubee.com

IC (NFC), DC(WEB), PET

Chemin de Champ-Bochet 2, 1618 Châtel-Saint-Denis - Switzerland

Tel. +41 78 713 03 73

Skoubee is a Swiss company whose three co-founders have over 15 years of experience in the fields of electronic identification for pets, RFID, mobile and web applications, as well as relationships with veterinarians. It was created for the purpose of helping pet owners find their lost pets. The interactive medal developed by Skoubee provides access to pet profiles which are published on the internet.

Syscan ID

www.syscan-id.com

info@syscan-id.com

EAR, INJ, HH-R, FIX-R, DC, PET, FARM, LAB, END, FISH

1975 Hymus Suite 225 Montreal, Quebec H9P 1J8

Tel. +1 514 685 7778 224

Fax +1 514 685 1938

Syscan ID is an international leader and innovator of low frequency RFID readers for animal identification and traceability. Easy to use and robust, Syscan ID's readers offer perfect tools for all tracking needs in animal identification. The advanced capabilities and cutting edge firmware allows the Livetrack V4 reader to be an ideal solution for producers, transporters, feedlots, auction houses, sales yards and veterinarians.

ANIMAL IDENTIFICATION TOP 25

Trovan

www.trovan.com
inform@trovan.com

EAR, INJ, HH-R, PET, FARM, LAB

Tel. +49 2254 94090 Fax +49 221 395893

Since 1998, Trovan has been in the business of developing and marketing RFID technology. Trovan holds patents that are key to fully automated transponder manufacture and is committed to maintaining its market-leading position. The company has established a global network of distributors and is a leader in electronic animal identification, including livestock, lab animals and pets.

WPI

www.wpi-europe.com
wpiuk@wpi-europe.com

EAR, HH-R, FIX-R, PET, FARM, LAB

1 Hunting Gate, Hitchin, Hertfordshire, SG4 0TJ - UK

Tel. +44 1462 424700 Fax +44 1462 424701

WPI began in 1962 as a small manufacturer of amplifiers and stimulators used in nerve, skin and muscle research. More than 30 years later, it has grown to become the world leader in TEER measurement, nitric oxide sensing and more. Complete animal laboratory management system at a low setup cost. This system is suitable for both large and small animal facilities. The system is highly reliable, offering data security and a user-friendly interface.

Y-TEX

www.y-tex.com
ytexinfo@ytex.com

EAR, FARM

PO Box 1450, Cody, Wyoming 82414 – USA

Tel. +1 888 600 9839

Y-TEX is located in Cody, Wyoming, where agriculture is still the way of life. This has kept the company committed towards meeting the needs of those in the agriculture industry. The company has over 35 years of experience in animal identification tags and 20 years of experience in pest control. Ear tags are the company's main business. Ongoing research and development makes Y-TEX a leader in quality livestock and pest control systems.

Zee Tags

www.zeetags.com
info@zeetags.co.nz

EAR, INJ, PET, FARM

19 D. Alexander Parade, Albany, North Shore City 0751 – New Zealand

Tel. +64 9 414 1790

Fax +64 9 414 1794



New Zealand-based Zee Tags is a company committed to providing innovative high quality animal identification products. Zee Tags' design adds a new dimension to animal ear tags with faster application, highly visible permanent printing and better retention. Zee Tags has developed a family of RFID ear tags for both small and large farm animals and also provides injectable transponders for companion animal identification.

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