



FREQUENTLY ASKED QUESTIONS

1. What are the benefits of using the APP?

- Makes your ranch more productive instantly
- Saves time and money
- Fast & accurate
- Keeps records – Logs & stores data
- Unlimited measurements
- Quickly see growth rates with your herd
- Measure and share data
- No stress to the longhorns
- No accidental horn breakage
- Great for pastures or auctions
- No ranch hand(s) or chute needed

2. How far do I need to be standing from the cow to get an accurate measurement?

For the most accurate measurements we recommend you are 3-6 feet from your animal. Further distances can lead to successful measurements, but the best results will be achieved in the 3-6 feet range.

3. How can I get the best results or the most accurate reading?

- You must be facing the cow head on/straight in front of
- ***TURN YOUR PHONE HORIZONTALLY!*** This ensures both tips are seen and measured. It also ensures correct depth for the lidar technology.
- It takes practice, do it a few times.
- Be quick! Point, click, drag, and click before the cow moves.
- If you mess up, or the cow moves, you **MUST** start a new measurement.
- You need a clear background that does not interfere with either tip. The camera does not know what the tip or another object is, so if there is any confusion you will not get an accurate measurement.

“Developed by a Texas Longhorn Breeder for the Longhorn Industry!”

Tip to Tip (TTT) Longhorn Tape Measure

www.tttlhorntapemeasure.com



- A clear blue sky is best for optimal results. Make sure there are no trees or objects nearby to skew the lidar perception of the tip or starting point.
- If the aiming dots are off, it could measure another item.
- High contrast backgrounds will always lead to better measurement results. (i.e. clear blue sky)
- Reminder-you are working with a LIVE animal. Be quick and keep trying.
- An accurate measurement will not always happen on the first measurement- all things have to line up perfectly for success.

As technology continues to improve, we will continue to improve our APP for accuracy and usability.

4. How accurate is the APP?

We had the APP beta tested by very credible ranches to get feedback and suggestions before taking it to the market. We had great results, from 100% accurate to .013 inches off to ½ inch off to 2 inches off. Some testers said they could not get that accurate with a tape measure and two ranch hands.

5. I am having a tough time getting my cow to stand still, what can I do when they keep moving?

YES, WE KNOW THIS IS FRUSTRATING, but remember you are working with a live animal. We highly recommend taking measurements after you have fed your longhorns, and when they are in a calm environment, with no strangers around. Measurements are most accurate when the animals are not stressed.

6. Why is the APP subscription so costly?

- **Most APPS have a customer base of 8 million subscribers, but due to the small size of the “longhorn industry”, this APP only has a very small market of less than 4,000 customers globally. The APP had to be priced to cover the basic expenses to develop, create, maintain, and update as needed as technology changes rapidly.**
- Apple receives 15% of each subscription costs, plus additional fees for things such as password resets.
- This APP is not just an APP! It offers so many more benefits to the customers such as logging and storing your data, unlimited measurements with tracking, and allows you to see growth rates within your herd quickly.

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- If it would have been easy to develop or inexpensive to do so; someone would have done it years ago. *Clutch says that the median development cost to create an APP is \$171,450 to over \$700,000.*
- Tip to Tip Longhorn Tape Measure took 1 year to build and consists of a team of 7 people and 9 Beta Testers. Our APP development teams are located in Dallas -TX, Abilene -TX, as well as overseas in India.
- Prior to development we placed the APP idea in front of a focus group made up of small and large longhorn breeders and ranchers to get price analysis feedback. The focus group consensus was that small longhorn breeders were willing to pay \$19.99 a month (\$239.88 annually) and larger breeders were willing to pay \$49.99 a month (\$599.88) annually for the APP subscription.
- The current subscription costs for our APP is below the focus group consensus, at \$16.67 a month (\$199.99 annually).
- Tip to Tip Longhorn Tape Measure APP supports local longhorn associations such as TLBAA & ITLA-making your investment more than a subscription cost. Your subscription to the APP is support for the INDUSTRY!
- If APP development was EASY or CHEAP, an APP like this would have been developed long before now. It took substantial costs, time, patience, and support to get the APP right for our users.
- The cost of our APP equals the average cost of a game camera for longhorns.
- Think of our APP the same as NETFLIX, which is \$239 a year for a subscription.

Ask yourself these questions when evaluating the price of the APP:

- How much does it cost me (in time and \$) to measure my cows in a chute?
- How much am I paying ranch hands to do this task for me?
- Am I having to depend on another person to show up to get the measurements?
- What is the value of my time to my ranch and productivity?
- What is the value of the safety and less stress to my animals?
- What is the cost it will save if a cow broke a horn in the chute?

7. What is the subscription cost of the APP?

1- 24 cows \$16.67 monthly (Billed as \$199.99 annually) = **69¢ per cow/month**

25-49 cows \$25.00 monthly (Billed as \$299.99 annually) = **51¢ per cow/ month**

50-74 cows \$33.33 monthly (Billed as \$399.99 annually) = **45¢ per cow/ month**

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75-99 cows \$41.67 monthly (Billed as \$499.99 annually) = **42¢ per cow/ month**

100+ cow \$50.00 monthly (Billed as \$599.99 annually) = **24¢ per cow/ month**

8. How many measurements will it store?

TTT Longhorn Tape Measure can store *unlimited* measurements for the number of longhorns allowed under your selected subscription plan.

9. Once I have measurements/pictures, where will they be stored?

The measurements and photos will be stored on your local device as well as in the cloud.

10. Is there a limit on how many measurements I can take?

Measurements are UNLIMITED year-round! 😊

11. Do I need to do an Apple Software Update?

Yes, we HIGHLY RECOMMEND that you have your iPhone set to automatically update software technology. We also recommend you set your APP Store to automatically update APPS-this ensures your APP will update when a new update is released.

12. What iPhone is the APP compatible with?

At this time, the APP is compatible with an iPhone 12 Pro, 12 Max, 13 Pro, and 13 Max. *BEST RESULTS* will come from more recent iPhone models that utilize lidar camera technology.

13. Does the APP work with Android devices?

Our development team has the build ready for Androids, unfortunately Android's camera technology is not up to date yet. Once they make improvements to their camera capabilities our development will be ready to go live with the Android APP release. For updates on the Android release please like and follow the Tip-to-Tip Longhorn Tape Measure Facebook page.

14. Is the APP compatible with iPads?

Yes, the APP is compatible with iPad PRO 2nd generation to 5th generation. These iPads utilize the lidar camera technology required for measurements.

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15. Will the APP be integrated with 3rd party databases such as Hired Hands, Cattlemax, and Horns?

Absolutely! Future plans are to work with all 3rd party databases to integrate as partners and streamline the data and record keeping systems for less paperwork.

16. Will the APP replace measuring by hand the traditional way?

TTT Longhorn Tape Measure provides an easy and safe alternative method for measuring your longhorns that supplements traditional measuring techniques that can be done daily, weekly, or monthly without causing stress to the animals or accidental horn breakage. The APP also allows for unlimited measurements per cow to monitor monthly horn growth. TTT Longhorn Tape Measure is not a replacement for taking measurements the traditional way.

17. Can I pay my subscription monthly?

This is a yearly subscription, billed annually.

18. Can I change my subscription plan?

Yes, if your herd is larger or smaller at your annual renewal date you can choose the right plan that works best for you that year.

19. Can I share the APP with family members?

The account holder's subscription is built and designed per 1 phone/1 Apple ID. If others wish to use the APP, they must download and subscribe to the APP using their account(s)/ Apple ID and passwords.

20. What are the PASSWORD requirements?

Password requirements are as follows:

- At least one capital letter
- One number
- One special character
 - ^ (? = . * [-]) \ \$ / @ ! % # &
- At least eight (8) characters



21. Why am I seeing lots of ‘yellow dots?’

The yellow dots indicate how many identifying objects your phone detects in 3D space. Greater measurements will occur in areas where there are more yellow dots present. Limited yellow dots or errant measuring marks can be due to lacking contrast or too much distance between to user and the item being measured.