

LIVESTOCK IOT • PRECISION RANCHING

A new era of **precision** ranching.

701x equips livestock producers with smart ear tags that never lose signal — powered by Flolive multi-IMSI and direct-to-satellite connectivity.

CUSTOMER

701x
AUTONOMOUS
RANCHER

HEADQUARTERS

Fargo, North Dakota

SOLUTION

Multi-IMSI SIM + NTN satellite

BACKGROUND

Critical herd data, from range to back office.

Based in Fargo, North Dakota, 701x has built a technology platform that gives livestock producers a wealth of critical health and safety data on their animals – out on the range or in the barn – and keeps it easy to use in the field and back at the office.

The company's smart ear tags pack multi-parameter sensors that capture time-sensitive data on the activity and health of bulls, cows, and calves. Ranchers use it to track location and catch issues early – before they turn into low breeding rates or animal losses.

Each tag carries a SIM, so data flows in real time: estrus and pregnancy in cows, bull breeding activity, early signs of illness, and missing-calf alerts.

**"Ship a tag, and it just connects
– anywhere a herd roams."**

The 701x promise, built on Flolive connectivity



Live alerts surfaced by 701x smart ear tags in the field.

**Estrus detected**

Breeding-window timing for cows

**Bull breeding activity**

Mounting behaviour, tracked continuously

**Health alert: illness**

Early anomaly detection per animal

**Missing-calf alert**

Location flags the moment a calf strays

THE CHALLENGE & THE SOLUTION

Resilient connections, live data access.

701x devices are deployed across rural areas where commercial cellular coverage can be unreliable. The company first launched on a single SIM from a major U.S. mobile operator. Where the tagged animals had good coverage, data flowed easily – but where coverage was poor, important data could be lost.

FloLive solved this with a multi-IMSI SIM built for the ear tags. It switches autonomously between at least two operator networks for true connection redundancy – and where there's no cellular coverage at all, adds Non-Terrestrial Network (NTN) direct-to-satellite access on the very same SIM.

**Autonomous switching**

Hops between a minimum of two MNO networks for built-in redundancy.

**NTN satellite fallback**

Direct-to-satellite reach in true no-coverage zones – same SIM.

**Real-time visibility**

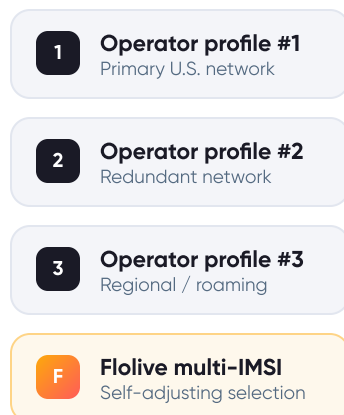
Live data, remote SIM management, and usage monitoring from one platform.

One eUICC SIM. Many networks.

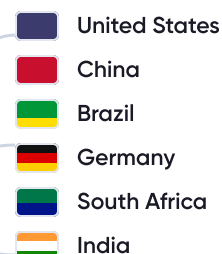
FloLive loads multiple IMSI profiles onto a single eUICC and self-adjusts to regional operator availability.

MULTI-IMSI

EUICC PROFILES



LIVE NETWORK REACH



NTN satellite
Where there's no cellular at all

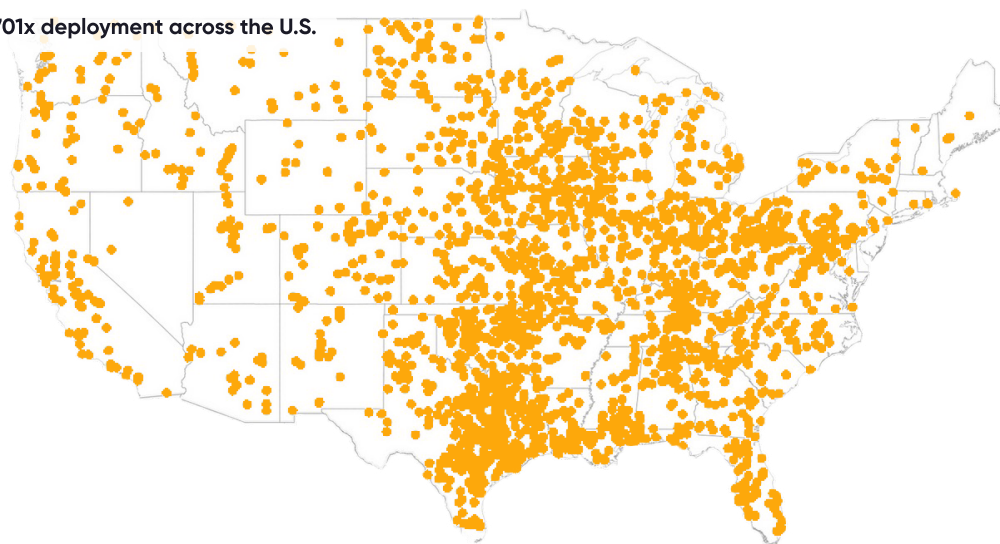
WHAT'S NEXT FOR 701X

The same SIM, a global range.

Together with Flolive, 701x is exploring international markets using the exact same technology, SIMs, and network access behind its successful U.S. operations.

Through the seamless global IoT network powered by Flolive, 701x ear tags automatically connect to a local network and self-configure for optimal operation – anywhere in the world.

● Active 701x deployment across the U.S.



Flolive has designed and built an elastic, robust core cellular infrastructure – one of the largest in the world. Through it, Flolive offers a range of services to mobile operators, IoT MVNOs, and global enterprises seeking seamless, high-performance, and regulatory-compliant connectivity, anywhere on Earth.

Built on interconnected local core mobile networks, the Flolive global carrier library ensures low latency, high performance, and full compliance with privacy acts, data regulations, and roaming restrictions. Today, **more than 20 mobile operators** are on board the platform – giving companies multi-tier connectivity access through **one integration, one SKU, and one platform.**

LET'S CONNECT

Get in touch. We're sure to surprise you.

Tell us about your IoT requirements and we'll show you how Flolive keeps devices connected – anywhere your business goes.

✉ info@frolive.net

About Flolive

Through direct access to our network, customers monitor their devices, see real-time network events and usage, switch operators remotely, and troubleshoot failures ahead of time – a seamless experience that keeps devices connected at all times.

One integration, one SKU, one platform – a world of connectivity and endless possibilities.



frolive.net