



Biotechnology Firm DanBred Breeds Success with RealWear Assisted Reality Wearables

Assisted Reality deployment enables DanBred to collaborate virtually, without compromising on-farm biosecurity and health and saving travel time and carbon emissions

November 15th, 2022 – London, UK – Today, [RealWear](#), the world's leading provider of assisted reality solutions for frontline industrial workers, announced that [DanBred](#), a global biotechnology company based in Ballerup, Denmark, has deployed RealWear assisted reality wearables for the remote inspection of pig herds. The technology deployment helps DanBred meet stringent biosecurity requirements while reducing the amount of travel conducted by its employees and customers, thus, contributing to lowering carbon emissions. Since deploying RealWear devices, DanBred's customers have already seen time savings of up to several days including the quarantine time for a farm visit, and its employees save roughly 12-48 hours per farm visit.

DanBred is one of the world's leading international pig breeding companies. It has approximately 140 employees within Denmark and its subsidiaries, additionally, a network of partners helps to secure activities in more than 40 countries globally. The company provides its customers with a complete supply chain, including world-class genetics and comprehensive service solutions to ensure a sustainable, high return on investment for pig producers worldwide.

Why Biosecurity in Pig Breeding Matters

DanBred has supplier farms throughout Denmark, where there are strict biosecurity measures - such as quarantine for visitors - in place. People are among the biggest risk factor when it comes to on-farm health. Employees or visitors can unintentionally bring in undesirable bacteria and viruses to the herd, this is why strict external, as well as internal biosecurity measures, are crucial.

The introduction of disease will at the best of times lead to economic losses due to lost production efficiency and increased medicine costs, in the worst-case scenario the disease can lead to an eradication of the whole herd.

DanBred Identifies RealWear as a Remedy

To further increase compliance with those measures, DanBred looked at secure wearable solutions that would enable it to provide customers with virtual access to a farm, negating the need for customers to visit face-to-face, thus, dramatically reducing the risk of disease transmission from humans to animals. DanBred's subsidiaries and partners purchase the devices and send them to key account customers' farms.

By doing so, customers can display the livestock virtually and in real-time, so the status of the livestock can be evaluated by DanBred. The technology will also be used for claims processes and technical support, thanks to the ability to immediately view the animals and the surroundings.

Commenting on the deployment, Søren S. Thuesen, Head of Solutions & Supply Management from DanBred says, “If there’s an issue in a stable, DanBred can be there straight away without the need to travel, which saves a considerable amount of time. This helps us be more agile from that perspective, while assuring our customers that we can come to their aid very quickly.”

DanBred also has a team of technical services and solutions managers, based mainly in Denmark, who attend to customers. By using RealWear, DanBred can now train its customers remotely. Because of the great success with RealWear thus far, DanBred also plans to conduct pig selections remotely in the future.

Working with RealWear partner [Innomize](#), a Danish specialist in developing new innovative service solutions for its customers, DanBred selected RealWear’s HMT-1 head-mounted devices, running remote expert guidance software – Remote eye by technology provider [Wideum](#). Wideum’s Remote eye is a hands-free, cloud-based, screensharing solution. According to DanBred, the main factor in choosing RealWear’s solution was that it was ready to use out of the box and is perfectly suited to the dusty and noisy conditions that are experienced in farms. RealWear’s dust resistant and hands-free rugged design, coupled with active noise cancellation microphones, were vital features that influenced the decision to opt for the RealWear devices, as was the fact that the devices are also very easy to clean. Additionally, the device straps can be changed every time the device is worn, which is a very important consideration for hygiene purposes.

DanBred Sees Industry Changing Due to Wearables

DanBred sees the wider industry changing as a result of wearable assisted reality and anticipates more adopters of this technology in the future. “Biosecurity and health are crucial in professional and profitable pig production. We have a globally recognised health system, and as a result there are very few pig diseases in Denmark. Therefore, it’s essential that these levels are maintained with tight biosecurity measures. Because we adhere to such high levels of biosecurity, we can export to almost every country from Denmark,” adds Thuesen.

“DanBred is one of the first in its industry to adopt assisted reality. The technology is providing them with a huge advantage, where they can be present at all times for their customers, reducing carbon emissions and the risk of disease spreading,” said Jon Arnold, Vice President of EMEA, RealWear Inc.

About RealWear

RealWear® is the world’s leading provider of assisted reality wearable solutions that engage, empower, and elevate the modern frontline industrial worker to perform work tasks more safely, and with increased efficiency and precision. RealWear gives these workers real-time

access to information and expertise, while keeping their hands and field of view free for work. RealWear is field proven with world-class customers, including Shell, Goodyear, Mars, Colgate-Palmolive, and BMW, who use it to improve workplace safety while delivering unprecedented ROI.

RealWear is headquartered in Vancouver, Washington in the United States, with local offices in the United Kingdom, Singapore, Germany, Australia, the Netherlands, and Japan, along with a new customer experience center in Dubai. RealWear's number one position was further strengthened with triple (3X) year-over-year growth in 2020. The company has shipped wearable devices to more than 5,000 unique enterprise customers worldwide in a range of industries, including Energy, Manufacturing, Food & Beverage, [Automotive](#), and Telecommunications.

For more information, visit www.realwear.com

About DanBred

DanBred P/S is one of the world's leading international pig breeding companies. We aim to be the preferred supplier of genetic products and service solutions to commercial pig producers worldwide by providing superior value that meets our customers' needs better than all other alternatives. For more than 120 years, we have developed our breeding programme, and as a result, DanBred represents the most productive breeding animals in the world. On top of that, we offer a range of service solutions and technical extensions to help our customers get the full value of our world-class genetics. DanBred P/S is owned by the Danish Agriculture and Food Council, Danish Agro, and Holdingselskabet DBI A/S. Your business. Our DNA. It is all about the genes – and ours continue to be improved! For more information, visit <https://danbred.com/>.

About Innomize

Innomize are experts in innovative solutions that can lift service, sales and support in any company. Experienced people combined with innovation, 4.0 technology and smart glasses can provide solutions and new ways of working. Through workshops and sparring, Innomize helps to develop the areas for the benefit of both the companies and their networks both at locally and abroad.