BirdAlert Placement Tool – demonstrate impact on site - BirdAlert Placement Tool

WildDetect has developed a new placement tool that makes it easier to sell BirdAlert directly at your customer's location. The tool supports you throughout the sales dialogue, helps explain how BirdAlert works in practice, and doubles as a clear and simple order form.

When visiting a customer – for example a poultry farm – the tool allows you to visually explain critical scenarios such as *"Overflying"*. By comparing the two placement cases shown below, you can clearly demonstrate how BirdAlert coverage affects bird behaviour.

Case 1 may be sufficient when the objective is simply to keep birds away from crops or feed areas. However, when biosecurity is the priority and the goal is to reduce the risk of bird flu, early deterrence is essential. If birds approach too close to the premises, they will not change direction in time. **Case 2** shows the correct placement for maximum effect, significantly reducing the risk of avian flu and clearly illustrating the added value of proper BirdAlert positioning.



