

iCHASE Unveils World's First AI-Powered Bird Deterrent With Full Data Tracking at IPPE 2026

ATLANTA, GA – January 15th, 2026 – As the avian influenza crisis continues to impact poultry production, iCHASE will showcase the world's first AI-powered bird deterrent with comprehensive data tracking capabilities at the 2026 International Production & Processing Expo (IPPE).

The Escalating Threat to Poultry Operations

The H5N1 outbreak has devastated American poultry farms. Over 20 million egg-laying chickens died in Q4 2024 alone—the highest quarterly death toll since the outbreak began in 2022. The virus has affected all major production systems including conventional caged, cage-free, and certified organic operations.

Wild birds are the primary transmission vector, contaminating feed areas and introducing pathogens that force mass culling. For broiler producers, a single outbreak means tens of thousands of birds culled, complete operational shutdown, and catastrophic financial loss. The federal response has already cost over \$1.7 billion for poultry farms alone since 2022.

Traditional bird deterrents—noise makers, reflective tape, static lasers—share a common weakness: birds habituate to predictable patterns over time, leaving operations vulnerable despite apparent protection measures.

AI Bird Repeller: Data-Driven Biosecurity

The AI Bird Repeller uses computer vision and a 4K camera to detect wild birds in real time. When threats are identified, the system deploys a high-power green laser with varied patterns designed to maintain effectiveness and reduce habituation.

The system can be configured remotely, allowing operators to adjust settings without on-site visits.

Comprehensive Data Tracking

The integrated platform provides detailed data logging accessible remotely via laptop or mobile device. Producers can visualize bird activity patterns throughout the day, identify

peak intrusion hours and high-traffic zones around feed bunks and barns, track the number of birds deterred to quantify risk exposure, monitor system performance over time, and document biosecurity measures for buyers and regulatory compliance.

This approach transforms biosecurity from an abstract concept into measurable, verifiable data—essential as buyers increasingly require documented bird control measures for premium contracts and certifications.

Verified Financial Impact

Operations using the AI Bird Repeller report measurable benefits through reduced feed contamination and loss, decreased disease pressure, and improved biosecurity documentation. U.S. dairy farms document annual savings of \$20,000-\$35,000 in typical operations, with payback within 7-12 months. Broiler operations benefit similarly through protected feed areas and reduced contamination risk during critical growth phases.

Visit Booth B9047 at IPPE 2026

Experience live demonstrations and receive complimentary on-site evaluation consultations to assess potential benefits for your operation. iCHASE is actively seeking regional distributors and integrators for North American expansion.

About iCHASE

Serving customers in 20+ countries and partnering with industry leaders, iCHASE develops AI-powered biosecurity and monitoring solutions for livestock production, delivering measurable improvements in efficiency, safety, and disease prevention.

Learn more at www.ichase.io

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