



## Tyrata Company Backgrounder

### *Intelligent Tread Wear Systems<sup>SM</sup>*

#### **Company Snapshot**

Tyrata, Inc. is a sensor development and data management company offering wireless sensors and systems that monitor and report on vehicular tire tread wear in real time. The company's IntelliTread™ technology monitors, tracks and predicts tread wear over the life of any tire. Tyrata serves consumers, fleet management companies, and high-performance specialists who depend on the integrity of tires for safety, efficiency and profitability.

Tyrata has an exclusive license with Duke University to sensor technology that monitors tire tread wear in real time, warning drivers and fleet management operators when tire rubber has grown dangerously thin. The Tyrata tread wear sensor can be linked to data analytics systems to improve safety in consumer vehicles, reduce maintenance costs in large fleet management operations and provide critical data for the emerging market of autonomous vehicles.

In collaboration with Duke University, Tyrata's founders developed the sensor technology using carbon nanotubes (tiny cylinders of carbon atoms just one-billionth of a meter in diameter) that can track millimeter-scale changes in tread depth with 99 percent accuracy. The sensors could easily signal when it's time to replace tires or report information about uneven and often dangerous tire wear conditions.

[www.tyrata.com](http://www.tyrata.com)

#### **Business Focus**

Commercialization of carbon nanotube sensor technology

#### **Company History**

2014 - Dr. Franklin joins Duke University faculty

2015-2017 - Technology invention and development

2018 - Tyrata company formed

#### **Technology**

IntelliTread™ technology monitors, tracks and predicts tire tread wear over the life of any tire.



## Technology Features and Benefits

Features	Advantages	Benefits
<ul style="list-style-type: none"><li>• Simple construction and manufacturing</li><li>• Easy to integrate into tires</li><li>• Applies to OEM or aftermarket</li><li>• Full tread mapping capability due to scalability</li></ul>	<ul style="list-style-type: none"><li>• Robust</li><li>• High sensitivity</li><li>• Enables noninvasive thickness measurement</li><li>• Applies to consumer and commercial vehicles</li></ul>	<ul style="list-style-type: none"><li>• Low cost</li><li>• Real-time monitoring</li><li>• Increased safety</li><li>• Efficient tire management</li><li>• Improved performance</li></ul>

## Experience

Experienced start-up team and world-renowned experts in nanomaterials, electronics design and manufacturing

## Management Team

Jesko von Windheim – Chief Executive Officer

Aaron Franklin - Chief Technology Officer

Rick Scott - Chief Financial Officer

David Koester - VP of Engineering

Stephen Brooks - VP of Operations

## Headquarters Location

Based in Durham, North Carolina

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## Media Contact

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