Tyrata Company Backgrounder

*Intelligent Tread Wear Systems℠*

**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

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<thead>
<tr>
<th>Features</th>
<th>Advantages</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>• Simple construction and manufacturing</td>
<td>• Robust</td>
<td>• Low cost</td>
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<td>• Easy to integrate into tires</td>
<td>• High sensitivity</td>
<td>• Real-time monitoring</td>
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<td>• Applies to OEM or aftermarket</td>
<td>• Enables noninvasive thickness measurement</td>
<td>• Increased safety</td>
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<td>• Full tread mapping capability due to scalability</td>
<td>• Applies to consumer and commercial vehicles</td>
<td>• Efficient tire management</td>
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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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