

# News Release



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## **Tyrata's IntelliTread™ Drive-Over System (DOS) Named a Finalist by *European Rubber Journal's* Journey to Automation Contest**

*Journey to Automation winners will be revealed on September 16, 2020, during a virtual ceremony.*



**Durham, NC, August 4, 2020** – Tyrata is pleased to announce its IntelliTread™ DOS was named one of three finalists by *European Rubber Journal* (ERJ) in the Specialist Engineering category of the new Journey to Automation (J2A) contest. The contest is aimed at recognizing leading players in the field of automation and digital transformation in the global tire industry.

IntelliTread™ DOS, which has been tested extensively at the Durham NC City Transit Company, simplifies and fully automates tire tread monitoring. The real-time measurements are collected when a vehicle drives over the low-profile, speedbump-like unit. The system requires virtually no maintenance and is offered on a pay-as-you-go basis with no upfront hardware costs or maintenance fees, making it easily scalable to virtually any size fleet. These unique features of the DOS enable a data-driven approach to managing large fleets of tires while the cost model makes DOS accessible to smaller fleets as well. Systems are currently slated for qualification in Europe, USA and Asia.

“IntelliTread™ DOS takes an important step toward bringing the power of automation and digitization to what is largely a manual process today,” said Luka Lojk, Tyrata’s VP of Sales and Marketing. “The J2A nomination is a testament to Tyrata’s DOS technology and business model and we are honored to be named a finalist.”

The ERJ winners will be revealed during a special J2A virtual ceremony on September 16, 2020, at 2 PM BST, 9 AM EST. Please join the virtual event by registering at <https://www.tire-conferences.com/J2A2020/en/page/2020-finalists>

For a short preview of DOS system in action, visit <https://youtu.be/7cG5ceOeP9o>

Organizations interested in learning more about the IntelliTread™ portfolio may contact Luka Lojk at [Luka.Lojk@Tyrata.com](mailto:Luka.Lojk@Tyrata.com) or +1-704-593-8418.

### **About Tyrata**

Tyrata, Inc., is a tire sensor and data management company offering tire health solutions for fleet management, tire manufacturers and automotive service centers. The company's IntelliTread™ technology monitors, tracks and predicts tire tread life, and is the only technology on the market that delivers direct measurements of tread depth in real-time. Sensors are linked to cloud-based data management and analytics to warn drivers, service advisors and depot managers when tires are dangerously thin. Tyrata is dedicated to improving tire safety, reducing maintenance costs and increasing profitability for its customers. For more information, visit [www.tyrata.com](http://www.tyrata.com).