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Tyrata Forms Scientific Advisory Board To Advance Sensor Technology

Tyrata adds Professor Steve Cummer of Duke University to strengthen expertise in optimizing sensor operation in complex materials...

DURHAM, NC – May 30, 2019 -- Tyrata, Inc., a tire sensor and data management company, has created a Scientific Advisory Board to further advance all aspects of tire monitoring and data monetization. Building on Tyrata's substantial scientific foundation, the Scientific Advisory Board will strengthen the IntelliTread™ tire tread wear sensor by guiding the company in the extraction, handling, and processing of data. The real-time collection of tire tread data, combined with associated big data analytics, are unique offerings that Tyrata is positioned to enable. The expertise of the Scientific Advisory Board will provide leading scientific insight into Tyrata's development of these offerings.

The recently created board is led by Dr. Aaron Franklin, CTO at Tyrata. Dr. Franklin is pleased to announce that Professor Steven Cummer of Duke University will be the inaugural external member of the committee. Dr. Cummer is the William H. Younger Professor of Electrical and Computer Engineering and an expert in the area of wave interactions with complex materials and environments.

Professor Cummer's experience in studying the behavior of complex material fields and waves at Duke University will further advance Tyrata's sensors operation in a tire. This added scientific depth will further Tyrata's sensor capabilities, and expand their range of applications.

"Our customers face a broad range of challenges extracting and managing data from tires," said Dr. Aaron Franklin. "These challenges include sensing in complex environments, data handling, and data analytics. Bringing Professor Cummer on to our Scientific Advisory Board is my first step towards ensuring that we have the appropriate thought-leaders in place to address these challenges."

“Tires are complex, heterogeneous structures composed of many raw materials with widely different properties,” said Dr. Cummer. “Tyrata’s IntelliTread™ technology is the first I’ve seen that delivers actual, direct tread measurement data. I am very pleased to join the Tyrata team as a member of its Scientific Advisory Board and to continue to advance the sensor technology.”

Tyrata expects to add additional external Scientific Advisory Board members with expertise in networked devices, data handling and machine learning technologies.

Organizations interested in collaboration opportunities or for tire evaluations may contact Luka Lojk at Luka.Lojk@Tyrata.com or +1-704-593-8418.

About Tyrata

Tyrata, Inc. is a sensor and data management company offering wireless sensors and systems that monitor and report on tire tread wear in real-time. The company's IntelliTread™ technology monitors, tracks and predicts tire tread wear over the life of a tire. The IntelliTread™ Sensor is the only device on the market that delivers a direct measurement of tire tread from inside the tire. The sensor increases safety, improves performance and efficiency, and optimizes the use of the tire for greater profitability. The Tyrata tire wear sensor can be linked to cloud-based data management and data analytics systems to report real-time data that reduces maintenance costs for manufacturers and fleet management operations. For more information, visit www.tyrata.com.