



Tyrata, Inc. Selected as a Venture Atlanta 2021 Showcase Company

Over \$6.5 billion in funding awarded to date; leading tech investment conference continues to select large and diverse lineup of innovators from the Southeast's hottest tech markets

DURHAM, NC – September 22, 2021 – Tyrata announced today that it has been chosen out of a record-breaking 400-plus applicants as one of the top technology companies in the Southeast to be showcased at [Venture Atlanta](#) 2021 being held on October 20-21. For 14 years, the annual conference has been selecting the most promising tech companies and bringing in top investment firms from across the nation to present and network. The annual conference has helped launch more than 500 companies and raise \$6.5 billion in funding to date, serving the needs of the region's vibrant tech community.

"We are very pleased that Tyrata has been selected as a showcase company at Venture Atlanta," said Jesko von Windheim, CEO of Tyrata. "Data-driven tire management is critical to the future transportation infrastructure and it is very exciting to see further validation that Tyrata is a leading new venture in this space."

Tyrata's Drive-Over System (DOS) is gaining attention from the investment community with recent product qualifications by major tire manufacturers and large fleet organizations. The DOS automatically collects tire tread depth for each tire every time a vehicle passes over the system. After measurement, the data is analyzed and displayed to fleet managers on Tyrata's analytics engine, Tyrata.io, which enables fleet managers to make decisions based on real-time data and trends – thereby extending tire life and ensuring safety.

This year's Venture Atlanta will be held in person with a limited number of tickets available and will also be offered online for those who wish to tune in virtually. Virtual attendees can connect with others at the conference, set up one-on-one meetings, stroll the virtual show floor, watch presentations in real-time, and use live chat and audience polling features. Each ticket purchased provides attendees with on-demand access to all Venture Atlanta pitches and content for a full year.

To register for a virtual ticket to Venture Atlanta, visit www.ventureatlanta.org, and more information about the event can be found by at (www.tyrata.com/venture-atlanta-fact-sheet)

About Tyrata, Inc.

Tyrata, Inc. is a tire sensor and data management company offering tire monitoring solutions for fleet managers, tire manufacturers and automotive service centers. The company's IntelliTread® technology monitors, tracks and predicts tire tread life, delivering direct measurements of tread depth in real-time. Solid-state 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, enhancing sustainability, and increasing profitability for its customers. For more information, visit www.Tyrata.com.

#