

dynaCERT expands into the FreightTech industry with new software offering

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Decision to enter the FreightTech industry seen as an “evolution of services that fit very naturally with dynaCERT”

[dynaCERT Inc.](#) (TSX: DYA | OTCQX: DYFSF | FRA: DMJ) is best known for their Carbon Emission Reduction Technology (CERT) for use with diesel engines. Their flagship product is HydraGEN™, an electrolysis unit that produces H₂ and O₂ gases to optimize the diesel fuel burn, resulting in a [6-19%](#) increase in fuel economy and a [50%+ reduction](#) in emissions.

With most fleet and logistics companies now using software to monitor their fleet’s activities and performance, dynaCERT has [added a new service](#) option called HydraLytics™ to its proprietary suite of FreightTech software applications. The company sees this as a supplementary evolution of services that fit very naturally with *dynaCERT*’s fuel-saving and emission-saving know-how. HydraLytics™ not only monitors the standard variables but offers much more, especially in relation to fuel economy, driver performance, and greenhouse gas emissions monitoring. The new FreightTech solution reports the data in a simple and understandable mobile application, and provides recommendations for important fleet optimization such as fleet management, route planning, driver safety, and load management.

HydraLytics™ Telematics system is a win-win for both fleet operators and dynaCERT

dynaCERT’s HydraLytics™ measures fuel savings™ in real time.

While it is designed to work with dynaCERT's HydraGEN™, it will be available to all potential customers and not restricted to just HydraGEN™ users. In an [announcement](#) this week dynaCERT explains how, in combination with dynaCERT's software developer Corsario Ltd. and its marketing arm GP LogiX Inc., it plans to greatly expand the scope of applications to respond to the growing industry needs of logistics companies, and the broader trucking management software ecosystem.

The new addition of HydraLyctica™ is a big plus for fleet operators. It means they can better monitor more variables, especially those in relation to fuel efficiency and emissions. It is also a big win for dynaCERT, as HydraLyctica™ users can see for themselves the value proposition of dynaCERT's products such as HydraGEN™. It also means a subscription service revenue stream for dynaCERT.



[Source](#)

Usually the biggest expense for fleet operators is fuel and labor. dynaCERT's HydraLyctica™ allows operators to better monitor both fleet fuel efficiency and driver performance. Monitoring can be done live with real time data on either a PC or smartphone.

“The delivery of our solution is through a managed service, where, not only is the raw data available to the user, but the software monitors industry-based Key Performance Indicators comparing real time data streams to industry averages and reporting areas of deficiency”, says dynaCERT. “Our FreightTech solution reports the data in an easy to use and easy to understand mobile application as well as providing recommendations on numerous matters such as fleet management, route planning, driver safety, and load management.”

Marketing of HydraLytica™ by GP LogiX Inc. is already gaining traction with a number of companies already utilizing the software platform. These include Day & Ross, Ottaway Motor Carriers, Drisco Carriers (based in the USA) and Stevens Brothers Trucking (based in the USA).

Several new deals for HydraGEN™

In the past two months dynaCERT has continued to successfully commercialize their HydraGEN™ technology. This includes:

- September 8, 2020 – A deal [to equip diesel powered vehicles of the City of Woodstock](#) (Ontario) with Carbon Emission Reduction Technology.
- August 31, 2020 – [A JV with Alltrucks GmbH & Co. KG.](#) Alltrucks intends to introduce and promote marketing, installation and servicing of dynaCERT's HydraGEN™ product line to the established network of Alltrucks. Alltrucks offers a Pan-European workshop concept for maintaining and repairing commercial vehicles of all types and brands. Alltrucks has one of the largest workshop networks in Europe with 700 workshops in 12 countries.
- August 20, 2020 – dynaCERT [receives purchase order](#) to complement COVID-19 safety package for trucking industry.

dynaCERT also continues to commercialize their products with [25+ dealers globally](#), and is currently [improving and expanding](#) their manufacturing facility to triple capacity.

dynaCERT's global business model



[Source](#)

With about one billion diesel engines on the road, dynaCERT continues to evolve and grow new products that are both

effective and in demand for the diesel trucking industry as it moves forward into a greener and more energy efficient future.