

# **dynaCERT's Jim Payne on how "HydraLytics™ is like a freight management system on steroids"**

written by InvestorNews | October 23, 2020

InvestorIntel's Tracy Weslosky speaks with Jim Payne, President, CEO and Director of [dynaCERT Inc.](#) (TSX: DYA | OTCQX: DYFSF), about dynaCERT's expansion into the FreightTech industry with its HydraLytics™ Technology. "FreightTech is a perfect fit with what we do," Jim said. "HydraLytics™ is like a freight management system on steroids. We have taken that to a whole new level."

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Jim went on to say, "with our technology we can not only track the truck and track fuel efficiencies and reduction in emissions but we can also track everything from maintenance of a vehicle, driving habits and where they can improve driving habits, we can also show improved truck routes to save time and fuel and also accidents report."

Jim quoted from a study that stated that nitrous oxide is more harmful to the climate than CO<sub>2</sub>, and explains to the listener how dynaCERT reduces nitrogen oxide from a diesel engine. Adding, "We are a Canadian company with a global solution to reduce pollution." It is important to note that they have recently received the highest rating from United Nations Sustainable Smart Cities.

To watch the full interview, [click here](#)

To learn more about dynaCERT Inc., [click here](#)

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# **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 HydraLytica™ 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. HydraLytica™ 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 HydraLytics™ 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 HydraLytics™ 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 HydraLytics™ 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.