







**VERIDAPT**

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# VERIDAPT SMASHES MYTHS WITH MAD MAX-INSPIRED MINE FUEL TECH VIDEO

**SYDNEY, Sept xx** – Fuel management technology group **VERIDAPT** is launching a unique and entertaining product [video](#) narrated by Robert Lee, the familiar voice of the *Mythbusters* TV series, to showcase the extreme durability of its hardware under some of the harshest operating conditions on mine sites worldwide.

Implementing a robust fuel management system (FMS) delivers major benefits for the complex operations of mining and rail companies, including substantial cost savings through optimised fuel consumption. By identifying inefficiencies, improving routing, and encouraging better operational habits, operators can achieve measurable reductions in fuel use.

Filmed on location at the set of the recent *Mad Max: Furiosa* blockbuster, by lead camera operator, Anthony Rose, the campaign puts **VERIDAPT** hardware through punishing real-world tests involving flamethrowers, ice, dust, relentless vibration, high impact and more.

Anthony Rose is undoubtedly one of Australia's most successful music video and commercial directors. In addition to film work, Anthony has directed over 250 videos and countless TV commercials in a career that has spanned over 20 years.

“Our aim was to highlight that **VERIDAPT** hardware can be reliably deployed to the most unforgiving locations on earth – and has been by the world’s largest mining and commercial rail companies for over twenty years,” said **VERIDAPT** co-founder **Sean Birrell**.





“The campaign is playful by design thanks to Anthony and Robert but also delivers a serious message: reliable field hardware is critical for maximising fuel efficiency and ensuring environmental compliance through continuous data generation.”

“This guarantees accurate, real-time reconciliation 24/7.”

The video has been produced in multiple formats, from 20-second clips to a full 4-minute feature. While all **VERIDAPT** products are rigorously lab-tested during



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development, the video demonstrates resilience well beyond what most real-world environments could demand.

Watch video [here](#)

One memorable scene from the video shows a monitor engulfed by a close-range flamethrower generating heat up to 1,000°C – without effect. In another, hardware is frozen solid in ice overnight. The rapid succession of brutal tests gives the production the energy of a mini action movie.

About **VERIDAPT**:

**VERIDAPT** is a global leader in digital fuel management technology, trusted by the world's largest mining, rail, and industrial companies. Our award-winning IoT platform combines rugged field hardware with secure cloud-based software to deliver real-time monitoring, reconciliation and control of fuel, lubricants and emerging energy sources.

With over 30 billion litres of hydrocarbons managed annually across 300+ operations, **VERIDAPT** helps customers optimise fuel efficiency, cut costs, and meet ESG commitments through accurate digital emissions tracking. Clients including BHP, Rio Tinto, Glencore, Vale, Aurizon, and CN rely on VERIDAPT to ensure fuel security, compliance and sustainability.

Our platform helps customers reach ESG goals by accurately tracking more than 80m tonnes of carbon emissions annually.

Headquartered in Australia and with over 20 years of innovation, **VERIDAPT** owns its complete digital technology stack, from circuit boards to IoT cloud applications, providing unmatched integration with site infrastructure and ERP systems.

**VERIDAPT**. Always Innovating. Always Reliable.

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