When **Uber** launched its app for passenger vehicles, it gained major advantages by leveraging privately owned cars.
One of the key benefits was a **significant reduction in the distance between dropping off one passenger and picking up the next**.

We have learned how to determine **the weight of cargo in the trailer, the position of its center of mass**, and the **remaining payload capacity of the truck**.
As a result, when we create an app for the **informational development of freight transportation**, a **new truck information network** will begin to form using smartphones and onboard computers.

The industry must reduce **empty miles**, because deadhead miles are not paid, while loaded miles generate real income.

Where do associated loads come from?

On average, American trucks run **partially empty about 30 times per year**.
This is the **primary source of associated freight transportation**.

Instead of sending **two half-empty trucks**, **one truck** with properly matched **LTL loads** can do the job — and do it profitably.

Moreover, an entirely new and **higher-value freight category may emerge — MTL (More Than Truckload)**, something the industry is barely thinking about today.

As backhaul logistics evolve, it will often be enough to coordinate **2–3 partially loaded trucks** to complete the job — **without additional equipment and without hiring new drivers**.

Truck business productivity will increase.
And everyone will benefit.

A **truck information network** is a powerful force that can work **for drivers and carriers**.

Assume there are **50 working weeks per year**, and each week you manage to reduce **50–100 deadhead miles**.
At an average of **$2 per loaded mile**, an expanded truck information network can generate **an additional $5,000–$10,000 per truck per year**.

We guarantee this: **if nothing is developed, nothing will change**.
The load-control industry must be digitized, and backhaul transportation must be developed to build a **high-quality information network**, instead of relying on dozens of low-value broker apps.

Mouse Scale believes — and proves — that **information technology should serve drivers and carriers, not the other way around**.