

NEWS

from AccuWeather®

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AccuWeather SkyGuard Online V2.0 Released Today

Third release of SkyGuard Online includes enhanced message center, updated technology, and incorporated user feedback.

STATE COLLEGE, PA, July 20, 2012 — AccuWeather.com today introduces SkyGuard® Online V2.0, the third release of the interactive mapping system that uses the Esri ArcGIS 10 enabled technology to help enterprises mitigate the risks of severe weather to their operations.

Translated into visually compelling animations and illustrations, SkyGuard Online integrates each customer's assets with all manner of weather. This includes current conditions, forecasts and severe weather warnings, such as lightning, flooding, tornados, hail, wind, and tropical storm and hurricane forecasts with impact forecasts for the North American hurricane basins.

By receiving advanced warning of high impact weather events, companies can safely shelter employees and put emergency protocols in action. Site-specific warnings can also alert key personnel when weather is in the vicinity of their assets, but will not directly impact them – limiting unnecessary downtime and loss of productivity.

SkyGuard Online V2.0 also features an updated interface, taking advantage of the latest Esri Flex technology, which allows for enhanced interactivity and ease of use. The Message Center now displays more details about each SkyGuard Warning, including severity indicator and hover-over

warning functionality to view full details. It also includes a ticker; indicating last update time, number of active warnings, and next expire time for constant update of warnings situation.

An improved Current Conditions display shows condition icons for each reporting station, allowing an “at-a-glance look” at the current weather. The ability to zoom in to additional details for each reporting station, including temperature and winds, has been added as well.

Other new features include the New Views Widget, which automatically saves your most frequently referenced map views for quick access, and the Advanced Identification Functionality tool, which identifies data to view all weather and hazards affecting an area of concern. Users can obtain pertinent information such as address, region, contact, type and more about your point locations.

With SkyGuard Online V2.0, tools for calculating distance and area are included. User feedback had brought forth the addition of separate controls for radar opacity, updated lightning symbology, and improved readability of SkyGuard Warning detail display.

Brad Mitchell, Chief Commercial Officer at AccuWeather Enterprise Solutions notes, “The release of SkyGuard Online V2.0 underscores our commitment to continuously enhance our client’s ability to save lives, protect property and drive profitability. SkyGuard Online V2.0 will provide our clients with weather –related actionable insight to improve decision making, increase revenues and lower costs with less risk.”

The previous version, SkyGuard Online V1.1, was released last July. It featured improvements in radar resolution, lightening displays and street-level zooming capability.

About AccuWeather, Inc. and AccuWeather Enterprise Solutions, Inc.

For businesses, government agencies, media, and institutions around the world, AccuWeather Enterprise Solutions delivers mission-critical, weather-driven solutions that help protect people, property and profits from the effects of weather. AccuWeather Enterprise Solutions' products include the most accurate, site-specific, customized severe weather warnings, short- and long-range forecasts, and applied weather information.

Every day nearly half a billion people worldwide rely on AccuWeather to help them plan their lives and get more from their day. AccuWeather provides the most accurate and detailed hourly forecasts for every location where people live and work worldwide (more than 2.7 million locations), with customized content and engaging video presentations available on smart phones, tablets, wired and mobile internet sites, and smart TVs and appliances, as well as on radio and television and in newspapers. Founded in 1962 by Dr. Joel N. Myers – recognized as one of the top 528 entrepreneurs in American history by *Entrepreneur Magazine's Encyclopedia of Entrepreneurs* – AccuWeather also delivers news and weather content and video for more than 50,000 third-party websites, including The Wall Street Journal, CBS News, and The New York Times. Visit www.accuweather.com for more information.

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