

NEWS

from AccuWeather®

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SkyGuard® Mobile Provides Customized Severe Weather Warnings and Standard Operating Procedures – All In the Palm of Your Hand

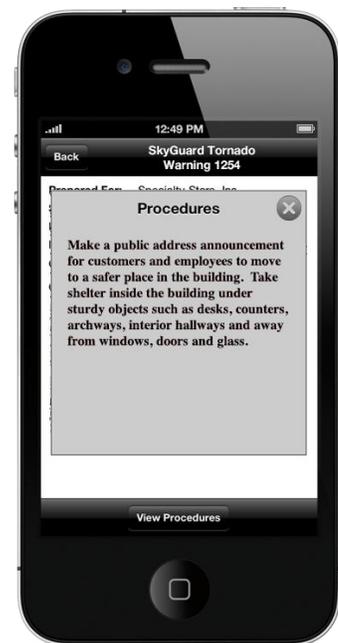
Gives Enterprises Upper Hand Before, During, and After Severe Weather

STATE COLLEGE, PA, September 10, 2012 — When seconds count in severe weather, SkyGuard Mobile ensures a swift response by delivering site-specific severe weather warnings directly into the hands of the end user – combined with quick and direct access to their organization’s standard operating procedures for that type of weather emergency. SkyGuard Mobile, announced today by AccuWeather, gives enterprise users constant access to the information they need for preparing and responding to severe weather, whether they are in the office, at a job site, or traveling across the country.

SkyGuard severe weather warnings – the most timely and accurate available – are based on each client’s specific criteria. The warnings are created and issued by AccuWeather’s own meteorologists, who monitor a client’s locations and assets 24/7/365, and alert them when they will be impacted by severe weather.

SkyGuard Mobile delivers SkyGuard warnings via the latest location-aware smartphone technology, so that users can receive their SkyGuard warnings for:

- Moving assets, where the warning follows the phone wherever it is carried by crews in the field.
- A fixed location or locations, such as a factory or stores.



- Pre-defined geographic areas, such as a service footprint.
- Segments, such as highways or pipelines.

“SkyGuard Mobile is revolutionary. Our clients now have the expertise of AccuWeather’s world class, commercial grade, severe weather meteorologists with them wherever they go and in any situation – 24/7,” stated Bradley J. Mitchell, Chief Commercial Officer, AccuWeather Enterprise Solutions.

Users can quickly access their standard operating procedures – tailored to their company’s specifications based on weather events and job responsibilities – so they can take immediate action, when seconds count. They also have the ability to confirm receipt of their SkyGuard warnings. If receipt of the warning is not acknowledged within two minutes, it can be followed-up by a meteorologist.

SkyGuard Mobile also features the ability to pan, zoom and animate the highest resolution, most up-to-date radar – as well as displays of the latest lightning strikes for accurate situational awareness.

The ability to set varying service levels, device settings, and location preferences by user or group of users is also available, allowing enterprises to match the information delivered to user job responsibilities.



SkyGuard Mobile supports the iPhone 3GS, 4, and 4s, iPad, and 3rd generation and newer iPod Touch running iOS 5.0 and above. A cellular network or WiFi connection is necessary to use this application.

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

AccuWeather Enterprise Solutions delivers mission-critical, weather-driven solutions that assist businesses, government agencies, and institutions in protecting their people, property and profits from the effects of weather. The over 100 AccuWeather meteorologists prepare the most accurate, site-specific, customized severe weather warnings, short- and long-range forecasts, and applied weather information for enterprise clients across the globe, and also serve over 600 million persons worldwide via the free AccuWeather.com website and mobile devices, through the airwaves, and in print. Visit www.accuweather.com for more information.