

NEWS RELEASE

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Contact: Mike Smith
Founder and CEO
(316) 265-9127
www.storm-hawk.com or www.weatherdata.com

INTEGRATED “VEHICLE-CENTRIC” GPS MAPPING AND WEATHER FORECASTING SYSTEM EARNS WEATHERDATA ITS FOURTH PATENT IN 18 MONTHS

(WICHITA, Kan.) – WeatherData, Inc., North America’s leading provider of weather risk management services and weather forecasting products, has been awarded its fourth patent in less than 18 months for development of innovative weather forecasting and technology systems. “Vehicle-centric” weather technology is an invention that integrates detailed, real-time weather radar, Global Positioning Satellite (GPS) mapping technology, plus a variety of other weather and hazard warning information delivered to motorists, boaters, commercial carriers, pilots, railroad engineers and other mobile operators via a hand-held personal digital assistant or other mobile device.

The Problem with Traditional Weather Warnings... And Why Vehicle-Centric is Unique

America is a highly mobile society, and travelers encounter unexpected storms every year. A blizzard in March 2003 left thousands stranded along Colorado Interstates, and a storm in July 2003 capsized dozens of boats on Lake Erie. In both cases, warnings were available from local radio stations and NOAA weather band. But most travelers are unaware of the name of each county they pass through, so they are left to wonder if a particular warning applies to their route. Further, radio stations rarely concentrate on warnings for rural areas – but vehicle-centric technology (whether for car, boat or airplane), eliminates this problem.

Unique to vehicle-centric weather prediction technology (U.S. Patent #6,603,405) is its ability to put the user at the center of the weather map. The color display is always oriented to the user’s location and direction of travel. The technology constantly tracks this movement, updating the map, radar, hazard warnings and other information. **In less than a minute, warnings can be transmitted to the user via text, audio and/or visual display. It informs the user that he or she is in – or moving toward – a warning area or can convey a warning in user-definable terms of mile posts, railroad stations, waypoints, VHF Omnidirectional Range Stations (VORs), etc.**

The technology, combined with WeatherData’s patented StormVision® technology, can also forecast weather 30 minutes into the future and predict where lightning will strike with 94 percent accuracy.

“With this patent, WeatherData has elevated standard forecasts and severe weather warnings to highly pertinent, time-specific, user-specific information,” said Mike Smith, WeatherData’s Founder and CEO, and the developer of the technology. “Gone will be the anxiety associated with traveling in an unfamiliar area, listening to radio and fumbling with a road atlas to try to determine whether a storm warning is pertinent to your route of travel. This technology allows us to reduce weather-related risks, improve safety, and prevent wasted time, energy and expense for anyone who travels.”

Commercial applications of the technology can receive and transmit information for multiple vehicles, which is ideal for industries such as fleet and rail transportation, emergency management, and insurance. Recreational/consumer applications of vehicle-centric technology are designed for boating and driving trips, golf outings or other outdoor activities in which people are on the move.

The consumer version of the product, called Storm Hawk™, is the first mobile integrated navigation and weather forecasting system for land and marine use. Storm Hawk's software combines a Compaq iPAQ 3950 personal digital assistant, a GPS module, and a cell phone wireless modem. Weather radar displays are overlaid on GPS land maps or marine charts for the entire United States.

“Storm Hawk's vehicle-centric weather technology is vastly better than traditional radio and TV station weather warnings,” Smith explains. “Typically these warnings cover broad geographic areas. Such non-specific information can cause drivers to take time-consuming, wasteful evasive action when, realistically, they may not even be at risk.”

A future version of Storm Hawk will include a trip-planning feature. By logging on to the Storm Hawk website at www.storm-hawk.com, the traveler can input his location, destination and departure time, to receive a customized trip plan complete with graphics and specific route information (such as road closures or marine warnings). Once the trip is logged, Storm Hawk will notify the user of weather warnings along his travel path.

WeatherData's first patent was awarded in March 2002 for SelectWarn®, an intelligent warning system that monitors multiple threats simultaneously and lets public safety managers warn only in those areas threatened. Its second patent was awarded in June 2002 for StormVision. The company's third patent was awarded in July 2003 for a quantitative precipitation prediction method of “reverse radar.”

WeatherData is a commercial weather company providing weather risk management consulting and state-of-the-art weather forecasting and services to more than 200 utility, transportation, manufacturing, educational and governmental clients throughout the U.S., Canada and Mexico. Clients include Nokia, Toyota, General Motors, Daimler-Chrysler, Burlington Northern Santa Fe, U.S. Department of Energy, Boeing, and Experian.

For more information, visit www.weatherdata.com or www.storm-hawk.com.

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