



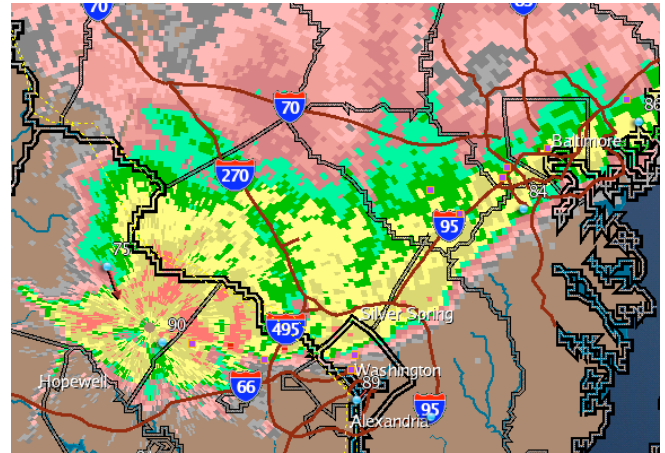
## True Stories. Real Results.

### Baltimore-Washington Receives Early Warning from WeatherData

#### The Story

On August 26, 2003 severe thunderstorms brought wind damage to the Baltimore-Washington area. WeatherData SkyGuard® clients received warnings for the winds well **before** they struck, and before the government sent warnings.

- **Baltimore area:** 4:07 pm (EDT): WeatherData issues customized 65 mph high wind warnings for U. of Maryland-Baltimore, GM and DaimlerChrysler Services in Baltimore and Howard Counties.
- 4:16: National Weather Service (NWS) issues a severe thunderstorm warning for Baltimore County. NWS adds Howard County at 4:19.
- **Washington, DC area:** 4:15: WeatherData issues customized 65 mph high wind warnings for U. of Maryland (main campus), Sprint and District of Columbia Public Schools in Prince Georges County, MD, Fairfax County, VA and DC respectively.
- 4:31: NWS issues a severe thunderstorm warning for Fairfax County. NWS adds Prince Georges County and DC at 4:38.
- County-wide damage is reported in all counties above, except for more sporadic damage in Baltimore. Trees and power lines are downed.
- WeatherData added between 9 and 16 precious minutes of lead time over the NWS, so clients could prepare for the dangerous and damaging winds.
- The severe thunderstorm is pictured on the image above.



WeatherData SmartRAD® Weather Information Display

#### Results

- WeatherData gave over 20 minutes of total lead time for each site from Baltimore to Washington, from the time we issued warnings until the time winds struck each site. Clients could use extra lead time, over NWS warnings, to protect **lives** and **property** from the destructive winds.
- WeatherData meteorologists have the **talent** and **experience** to protect clients with **accurate** and **precise** warnings with comfortable lead times.

#### The SkyGuard® Promise

We will provide our clients with **timely, site-specific warnings** based on their **unique business operational needs**. We are available to consult with our clients 24/7/365.

Our **Storm Intelligence Center**, comprised of the nation's top meteorologists, has **more than 123 years of combined experience** with severe weather. We are the leader in weather risk management because we believe in **blending human skill** and **state-of-the-art technology**.

Our team uses proven methods and techniques, strengthened by:

- Commitment to **understand business operations of our clients**.
- **22 years of saving lives** and millions of dollars for our clients.

**Put our Expertise to Work for You.** Don Coash, Senior Sales Consultant, [dcoash@weatherdata.com](mailto:dcoash@weatherdata.com)

**We're the Best  
Because You Need  
Us to Be.**

We do whatever it takes to deliver accuracy and speed every time because we know the stakes are high:

Your employees' safety.

Your bottom line.

Your commitment to your customers.

**Just ask some of our clients.**

DaimlerChrysler

General Motors

Burlington Northern  
Santa Fe

Boeing

Toyota

*"We cleared the athletic fields. We appreciate WeatherData getting us out of harm's way before the lightning and high winds hit."*

Frank Walters  
Athletic Director  
Washington, DC Public Schools