

WeatherBug® Professional Provides Early Severe Weather Notification to Fort Lauderdale, Protecting Students, Staff and Residents

During a recent severe weather event in South Florida, WeatherBug® clients benefited from the early detection and accuracy of the WeatherBug Professional suite of severe weather monitoring and warning products and services. This case study highlights the critical role WeatherBug plays in protecting life and property as well as in optimizing operations.

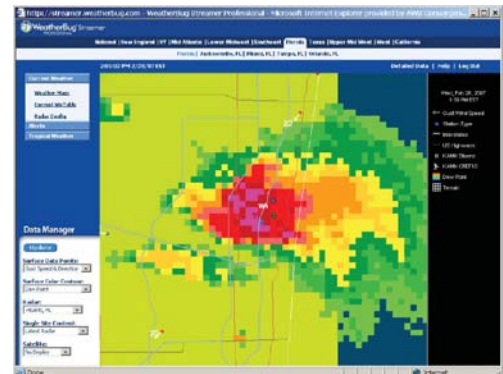
As the Broward County schools were preparing for dismissal on Wednesday, Feb. 28, 2007, a fast-moving and powerful storm began to intensify, impacting seven cities within Broward County. WeatherBug immediately began disseminating severe weather alerts for the approaching lightning strikes, wind and rainfall to users of the WeatherBug Protect system through their Sprint GPS-enabled phones and through email for PC-based subscribers.

The WeatherBug Meteorological Operations group, using state-of-the-art real-time monitoring and networking equipment, actively monitored the development of this storm. The meteorologists identified characteristics and features indicative of severe growth potential, with possible tornadic development.

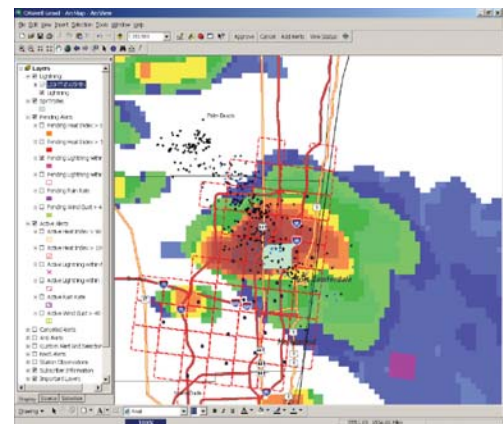
As a result, WeatherBug meteorologists began calling key MetDesk services clients to inform them of the impending weather and to advise them to curtail outdoor operations and bring their personnel to safety. This caught clients by surprise because, at the time, the weather was calm, and there were no National Weather Service (NWS) watches, warnings or advisories in effect.

At 1:42 p.m., the NWS issued an official tornado warning based on tornadic signatures detected by radar. WeatherBug Protect immediately relayed the tornado warnings via the WeatherBug Protect, Streamer and WeatherBug Plus applications to the affected schools. School officials initiated their Tornado Warning Procedures by moving students to protected areas and delaying dismissal until 2:30 p.m.

Thirteen minutes following the warning, a tornado was reported within an area that includes several schools. Tornadoes often strike without any warning, and the earliest possible local detection is vital in alerting those within the path to move to safety. No injuries were reported as a result of this tornado.



WeatherBug® Professional Streamer displays the severe thunderstorm approaching Broward County.



WeatherBug® Professional GIS Web Services display rapidly developing severe weather situations.

Series of Events

- 1:00 p.m. – WeatherBug begins disseminating alerts of approaching lightning through WeatherBug Protect phones to Broward County schools.
- 1:11 p.m. – WeatherBug issues lightning strike alerts through WeatherBug Protect phones.
- 1:35 p.m. – WeatherBug MetDesk forecasters identify potential tornadic activity and proactively contact clients to advise of extreme weather and possible tornadoes.
- 1:38 p.m. – WeatherBug Protect relays official NWS severe thunderstorm warning.
- 1:42 p.m. – WeatherBug Protect relays official NWS tornado warning.
- 1:45 p.m. – Schools equipped with WeatherBug Protect phones move students to secure areas and delay dismissal until 2:30 p.m.
- 1:55 p.m. – Tornado touchdown reported in Tamarac, Broward County, and the tornado rips through a golf course community.

Alerts Sent to WeatherBug Protect Phones



“The WeatherBug phone read that the lightening strikes would be over at 2:11 for Lloyd and at 2:10:50 the rain stopped and the skies cleared.”

– Lucille J. Morris, Principal Lloyd Estates Elementary School



**PRELIMINARY LOCAL STORM REPORT
NATIONAL WEATHER SERVICE MIAMI FL
218 PM EST WED FEB 28 2007**

Time: 0155 PM

Event: TORNADO

Location: TAMARAC, BROWARD COUNTY, FL 26.21N 80.27W

Remarks: REPORTED BY SPOTTER ID PB50609. SPOTTER SAW THE TORNADO OUTSIDE THE WINDOW NEAR PLEASANT HILL LANE.

WeatherBug Professional Suite of Products

The Broward County Schools are equipped with a number of WeatherBug solutions, including WeatherBug Protect alert phones, Streamer weather display, Achieve educational curriculum and WeatherBug Plus desktop applications as well as WeatherBug Tracking Stations and cameras. With this comprehensive suite of solutions, the school district is well prepared, trained and equipped to anticipate and react to rapidly changing severe weather.

With WeatherBug Protect, critical notifications are sent directly to faculty and staff of severe weather conditions that threaten the safety of athletes, coaches, students and spectators. Broward County currently utilizes more than 850 Sprint GPS-enabled handsets on the Nextel National Network equipped with a weather alert application from WeatherBug. WeatherBug Protect matches weather alerts with each end user's specific location, weather profile and mobile device and then delivers the appropriate alert message — end users receive precise, relevant and immediate alerts.

More than 55 WeatherBug Tracking Stations are installed across Broward County at public safety facilities and 25 schools and other district sites. Broward County will be adding weather stations and cameras to their disaster shelters. Each station reports live neighborhood-level weather conditions that facilitate the creation of alerts for lightning strikes and lightning predictions as well as other weather parameters such as extreme temperatures and heat indexes, high winds and heavy rainfall.

WeatherBug Protect is the first alerting system to integrate information from the NWS and other emergency agencies with live, streaming weather data from the WeatherBug Network of more than 8,000 WeatherBug Tracking Stations located primarily atop neighborhood schools. Alternative sources of weather monitoring are typically based on sparse airport data or computer models that are often time-delayed up to an hour.

During this event, severe weather reporting and proactive support was a critical element for keeping Broward County students, staff and residents safe. WeatherBug Professional services, including software, wireless and expert meteorological products are key components in any severe weather mitigation plan.

"It seems that with the expanded touchdowns of tornados around the country, it is all the more important to detect and warn of potentially severe weather conditions. We were right on target with our implementation."

– Donnie A. Carter, Deputy Superintendent
- Broward County Schools

"WeatherBug Protect is our portable warning system since we aren't always at our desks to receive alerts."

– Jerry Graziose, District Safety Director of
Broward County