

The Weather Company and Lyft Collaborate to Provide Personalized Recommendations for Made for Samsung App Users

Made for Samsung Co-Development Partners Combine App Services to Help Users Navigate The Elements and Their Daily Schedules

ATLANTA, April 11, 2017 [/PRNewswire/](#) -- The Weather Company, an IBM Business (NYSE:[IBM](#)) announced today that it has collaborated with Samsung Electronics America, Inc. and the popular ride-sharing service [Lyft](#) to provide Made for Samsung app users with personalized transportation recommendations.

The new integration syncs Google calendar events with forecasts for a user's selected location, providing the forecast for those specific events as well as the ability to get a Lyft to the event if they choose to do so. As part of this seamless experience, Made for Samsung App users will see a Lyft section in their event card. When a user clicks on the Lyft section they will be directed to the Lyft app (or the app store if the Lyft app is not installed) to book their ride.

As one of the initial launch partners of the [Made for Samsung Developer Program](#) last year, The Weather Channel collaborated with Samsung to co-develop a unique weather experience. [The Weather Channel for Samsung app](#) is an exclusive app designed for Samsung smartphones, including the soon-to-be-released Galaxy S8 and Galaxy S8+, as well as Galaxy S7, Galaxy S7 edge, Galaxy S6, Galaxy S6 edge, Galaxy S6 edge+, and Galaxy Note5. With the expansion of the platform, The Weather Channel invites service providers to connect with its users in a new and engaging way by helping them better understand people's needs throughout their day.

"We know that weather can impact many areas of our lives and our users check our site and apps multiple times a day for the latest information. With this in mind, we want to seamlessly connect multiple services to help our users efficiently navigate the elements, streamline travel activities and potentially save time and money by providing them with the right information at the right time during their day," said Domenic Venuto, general manager, consumer division, The Weather Company. "This is a great example of how we're delivering on our goal to instill confidence and actively help people make better decisions."

"With this integration with the Samsung mobile app and The Weather Company, we're able to help users get from one place to another quickly and safely in varying weather conditions," said Insiya Lokhandwala, director of strategic partnerships, Lyft. "We're excited to collaborate with The Weather Channel on this new feature to provide users with enhanced service and travel experiences."

The Lyft integration feature is now accessible for app users within the U.S., while The Weather Channel for Samsung App is accessible globally within the [Galaxy Apps](#) store.

The Weather Company, an IBM Business

The Weather Company, an IBM Business, is the world's largest private weather enterprise, helping people make informed decisions – and take action – in the face of weather. The company offers the most accurate, personalized and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business solutions division, and its own digital products from The Weather Channel ([weather.com](#)) and Weather Underground ([wunderground.com](#)).

The company delivers up to 40 billion forecasts daily. Its products include a top weather app on all major mobile platforms globally, the world's largest network of personal weather stations, a top-20 U.S. website, the seventh most data-rich site in the world, one of the world's largest IoT data platforms, and industry-leading business solutions.

Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's

impact on business. For more, visit theweathercompany.com.

Lyft

Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation. Lyft is the fastest growing rideshare company in the U.S and is available in more than 300 cities. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to effecting positive change for the future of our cities.

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