

## The Weather Channel Launches Advanced Global Radar App

### New Storm Radar App Provides High-Resolution Past-to-Future Radar with Superior Storm Tracking Information for iPhone and Android Users

ATLANTA, June 22, 2017 /PRNewswire/ -- The Weather Company, an IBM Business (NYSE:[IBM](#)) announced today that its consumer brand, The Weather Channel, has launched a new, highly advanced global radar app for iPhone and Android devices. The Storm Radar App places the [most accurate](#), detailed, and advanced weather and storm tracking data directly in the hands of individuals across the globe – providing them with the necessary information to help them prepare for safety when severe weather strikes.

Utilizing sophisticated forecasting models and leveraging over 800 data sources, as well as the expertise of over 160 meteorologists – the largest in the private sector – The Weather Company is able to generate hyperlocal forecasts for over 2.2 billion locations across the globe every 15 minutes.

Taking weather information to the next level, the Storm Radar App provides eight hours of high-resolution past-to-future radar data, over 20 map layers, as well as hyperlocal current condition and forecast information based on data collected from the company's network of over 250,000 personal weather stations across the globe. The Storm Radar App helps prepare users for impending weather via customizable storm tracking and real-time weather data layers.

Features of the app include:

- **Global Future Radar:** Two hours of animated past radar and six hours of cutting-edge, forecasted future radar across land and sea
- **Storm Tracks:** Detailed analysis of impending severe weather, including storm arrival time, strength rating, detailed components of the storm (such as wind, hail, lightning, and tornadoes), the speed and direction of the storm, the precipitation rate, storm tracker data, and more
- **Hurricanes and Tropical Storms:** Historical and forecasted paths, complete with wind speed, strength, arrival times, and the cone of uncertainty
- **Lightning:** 100 miles of lightning data for the Continental U.S.
- **Local Storm Reports and Severe Weather Alerts** Local radar and global severe weather warnings and alerts from anywhere in the U.S. and around the globe from NOAA, National Weather Service (NWS), Environment Canada, and MeteoAlarm
- **Customizable Data Layers:** Severe weather alerts, local storm reports, wind, temperature and precipitation overlays, earthquake info, and more

"As part of our mission to help people make more informed decisions, we've created a robust suite of products to ensure we provide the highest quality, and most advanced weather and storm tracking information possible for our users," said Domenic Venuto, head of consumer division, The Weather Company. "The Storm Radar App offers superior visual and storm tracking information in a variety of customizable formats to meet the needs of everyone ranging from the outdoor enthusiast to the advanced storm tracker."

To help users prepare for the Atlantic hurricane season, summer thunderstorms and other seasonal severe weather around the world, The Storm Radar App is available for global audiences and is free to download on mobile devices within the [App Store](#) or [Google Play](#).

#### **The Weather Company, an IBM Business**

The Weather Company, an IBM Business, helps 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](http://weather.com)) and Weather Underground ([wunderground.com](http://wunderground.com)).

The company delivers tens of billions of forecasts daily. Its products include a top weather app on all major mobile platforms globally, a network of 250,000 personal weather stations, a top-20 U.S. website, 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](http://theweathercompany.com).

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