

WeatherBug® Agriculture Solutions

Weather information is imperative to all aspects of agriculture – necessary for analyzing crop rotations and planting; timing field maintenance programs; planning effective crop spraying or deciding when to harvest.

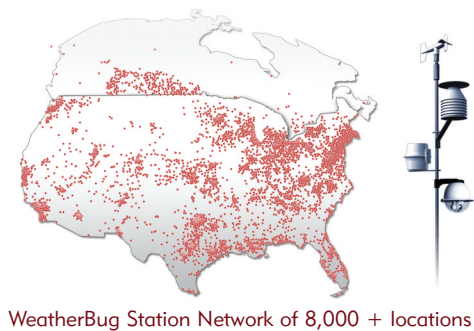
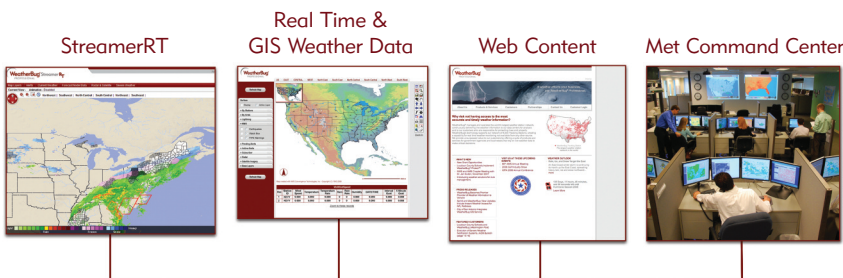
Disease Management

Weather variables are a key determinant in the severity of disease infection and its spread. Growers need access to local, timely weather and forecast data to anticipate and manage disease outbreaks such as:

- Corn leaf blight
- Wheat scab and leaf rust
- Soybean cyst nematode
- Potato late blight
- Powdery scab

Integrating Weather Data into Decision-Making

Growers need the ability to integrate live weather intelligence into pest models, integrated pest management practices and yield/quality models. With weather stations in the fields, growers have access to 27 different measurements of local, real-time information including air temperatures, precipitation, wind speed and direction, and humidity.



WeatherBug owns and operates the world's largest network of Weather Stations. The information gathered from this network of 8,000 observation stations is streamed live to millions of consumers, businesses and government agencies worldwide.

WeatherBug Professional, a division of WeatherBug, offers a suite of products and services for agri-business, government agencies, utilities and other interests that rely on live weather data to make critical decisions. These products, powered by the WeatherBug network, provide precise real-time data needed to more accurately forecast and monitor weather events, improving processes while reducing costs in addition to saving lives.



Weather Integration - Increase Yield, Save Money, Save Time

Integration of real-time weather intelligence into decision-making processes enables:

- Accurate disease and pest modeling and monitoring with local, live data
- Effective timing of pest and weed control spraying and cultivating with accurate forecasts
- More efficient fertilization operations by monitoring weather for ultimate conditions conducive to application
- Proficient irrigation operations through improved soil moisture modeling and monitoring



Solutions

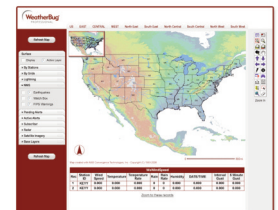
Web Content

WeatherBug hosts a comprehensive online suite of weather information websites that house news on current and developing conditions effecting regions. The Online Weather Center includes navigable maps, radar, satellite, graphs and links to additional information specific to your operations.



Real-Time & GIS Weather Data

WeatherBug provides detailed, live weather data information that integrates with your GIS hub. GIS Data Services provides an immediate view of surface weather plots and contours, alert grids, radar and satellite, tropical weather, severe weather alerts, and lightning alerts and strikes enabling a granular detailed view for advanced warnings when severe weather is likely to hit.



Wireless

WeatherBug provides live weather via mobile devices. Live, local weather data and severe weather alerting can be delivered right to your mobile handset, so you can always get accurate weather and alerting information no matter where you are.



Weather Station

The WeatherBug network hosts 8,000 WeatherBug Weather Stations located worldwide. The state-of-the-art stations measure and track 27 different weather parameters and variables delivering live weather data on a continuous basis day and night. An optional lightning detection sensor is available on the station for integration into the WeatherBug Total Lightning Network (WTLN); the first and only nationwide network designed to provide integrated intracloud (IC) and cloud-to-ground (CG) lightning detection critical for advance prediction of severe conditions.



Data Feeds

WeatherBug weather data is flexible and is available in various formats including XML, CSV, WFS, WMS, ESRI, Arc and Google Earth for easy integration into existing platforms.

