

WeatherBug Safety Solutions

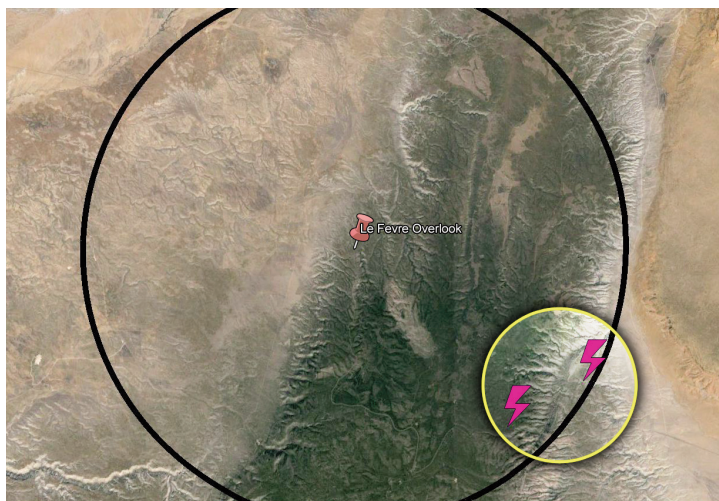
WHAT: A man and woman are fatally injured when lightning strikes near a scenic overlook in northern Arizona.

WHERE: Le Fevre Overlook, Fredonia, AZ

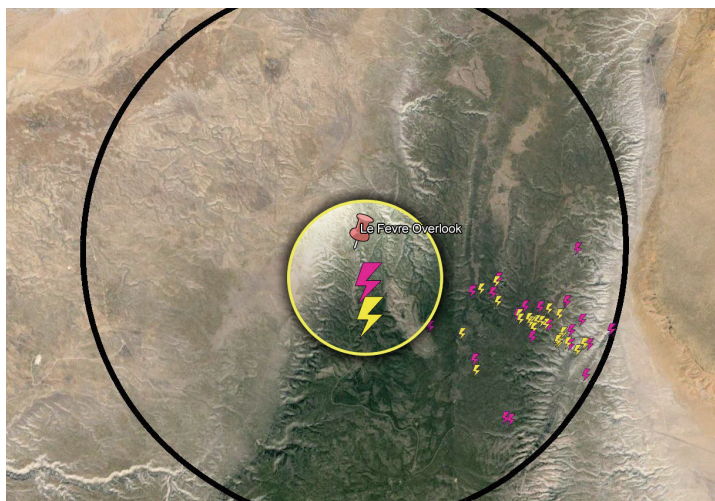
WHEN: Tuesday, July 23rd, 2013

WeatherBug Advanced Alert

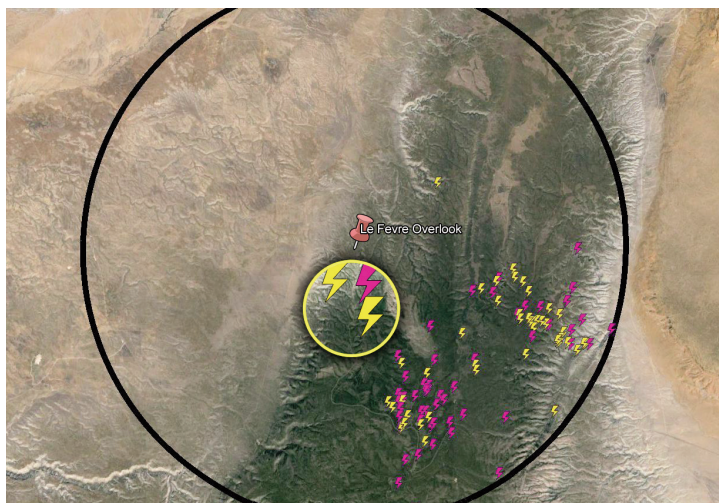
56 minutes



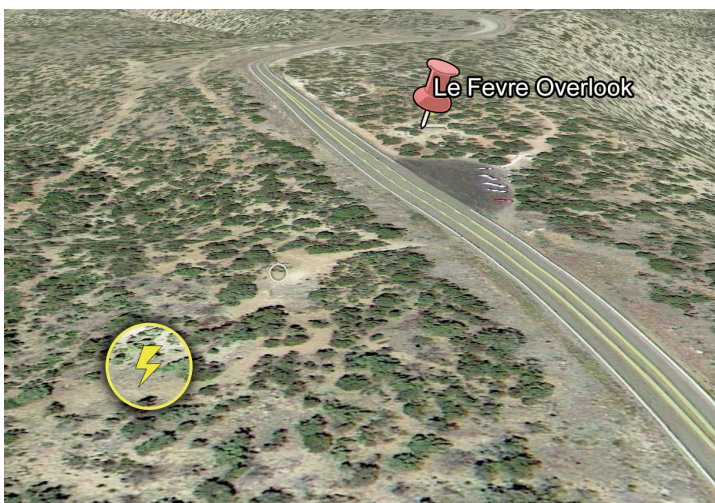
1:49 PM MDT – In-cloud lightning (magenta) is within a 10-mile radius of Le Fevre Outlook – 56 minutes prior to fatal injuries.



2:17 PM MDT – In-cloud and cloud-to-ground (yellow) lightning are now within 3 miles of the Le Fevre Overlook – 28 minutes prior to fatal strike.



2:40 PM MDT – Cloud-to-ground lightning strikes detected less than two miles from the overlook – 5 minutes prior to fatal strike.



2:45 PM MDT – A cloud-to-ground lightning strike is detected approximately 200 yards from the overlook. Probable strike that caused the fatal injuries.

WeatherBug offered clients in the area 56 seconds of advanced warning.
The National Weather Service did not issue any watches or warnings for this event.

This Event Demonstrates How Advanced Warning Can Help Save Lives

This event validates the tremendous value of TOTAL LIGHTNING. Total lightning data is critical and WeatherBug is the only provider that can detect TOTAL LIGHTNING at this level of precision.

WeatherBug equips management and personnel with a turnkey solution that constantly monitors dangerous weather conditions and issues customized alerts in real time. WeatherBug provides on-site detection and advanced alerts for lightning and severe weather to multiple locations via multiple methods—mobile devices, computers, indoor alerting devices and to outdoor alerting systems.