WeatherBug by Earth Networks℠

WeatherBug Lightning Detection in Action

WHAT Lightning strike injures 3 children during soccer practice.

WHERE Field of Dreams, Bee Cave, TX

WHEN: Tuesday, April 29, 2014

OUR ADVANCED ALERT: 21 minutes

Approximately 21 minutes prior to strike

4:19 PM CDT–WeatherBug's lightning safety solution detects in-cloud lightning (magenta) within an unsafe 10-mile radius around the facility.

VIDEO: This WeatherBug Outdoor Alerting system would sound at this time because lightning is within an unsafe range. Notifications would also be sent to key personnel.

Countdown Timer: This timer automatically counts down 30 minutes after the last strike within an unsafe distance. It resets to 30 when a strike is detected within the radius.

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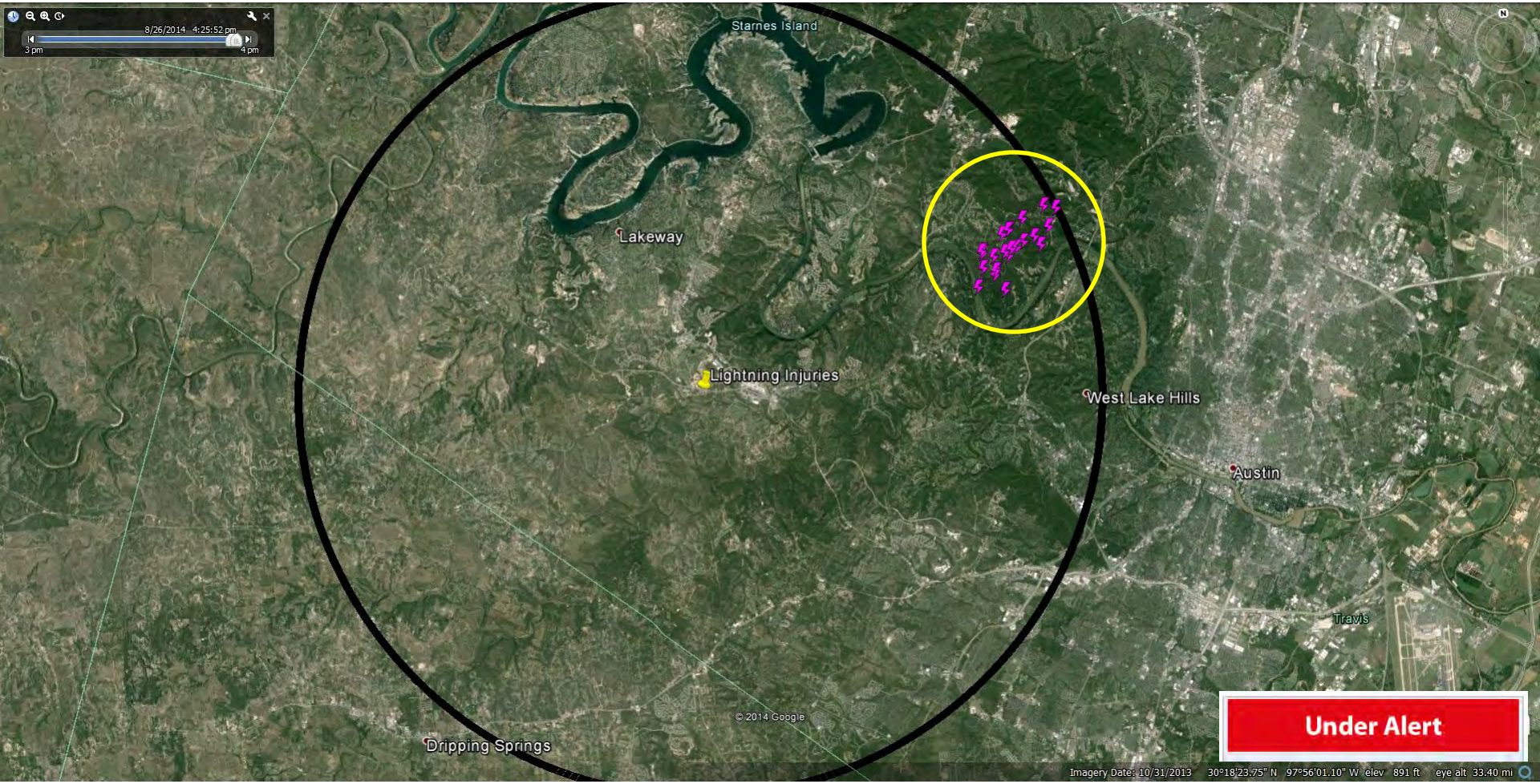
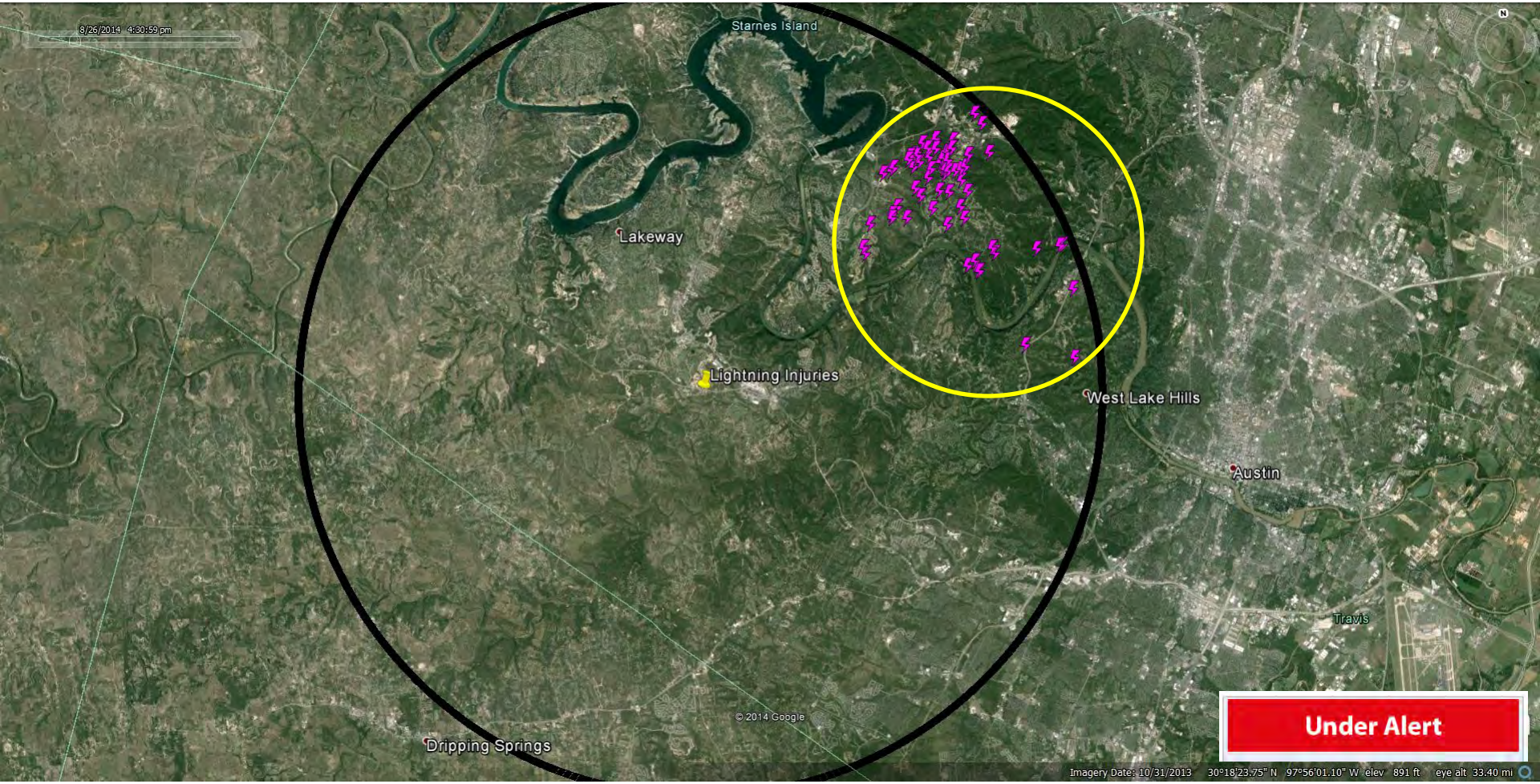
15 minutes prior to strike

4:25 PM CDT– In-cloud lightning continues to the northeast of the facility



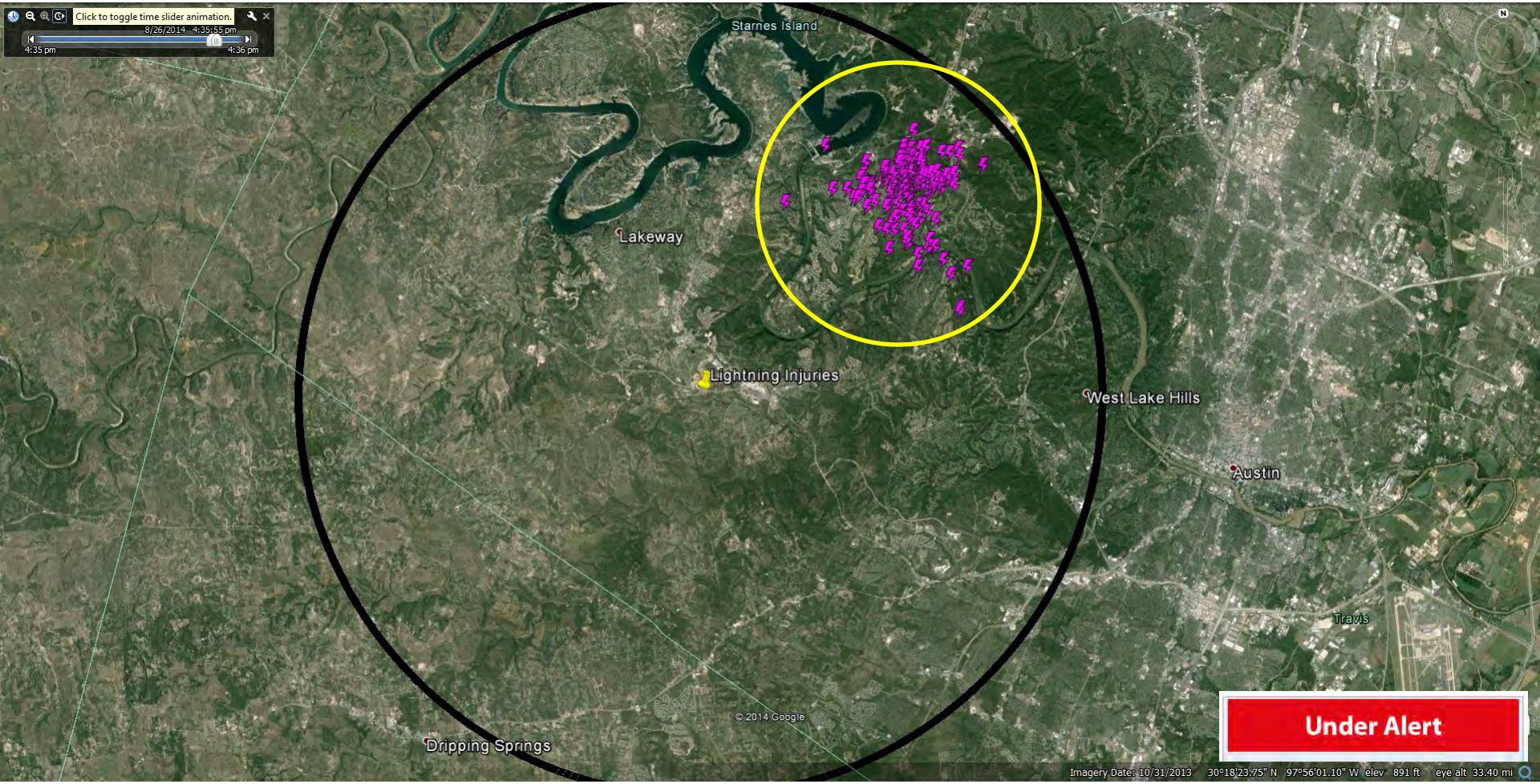
10 minutes prior to strike

4:30 PM CDT– In-cloud lightning intensifies and starts moving west toward the facility – approximately 5 miles away.



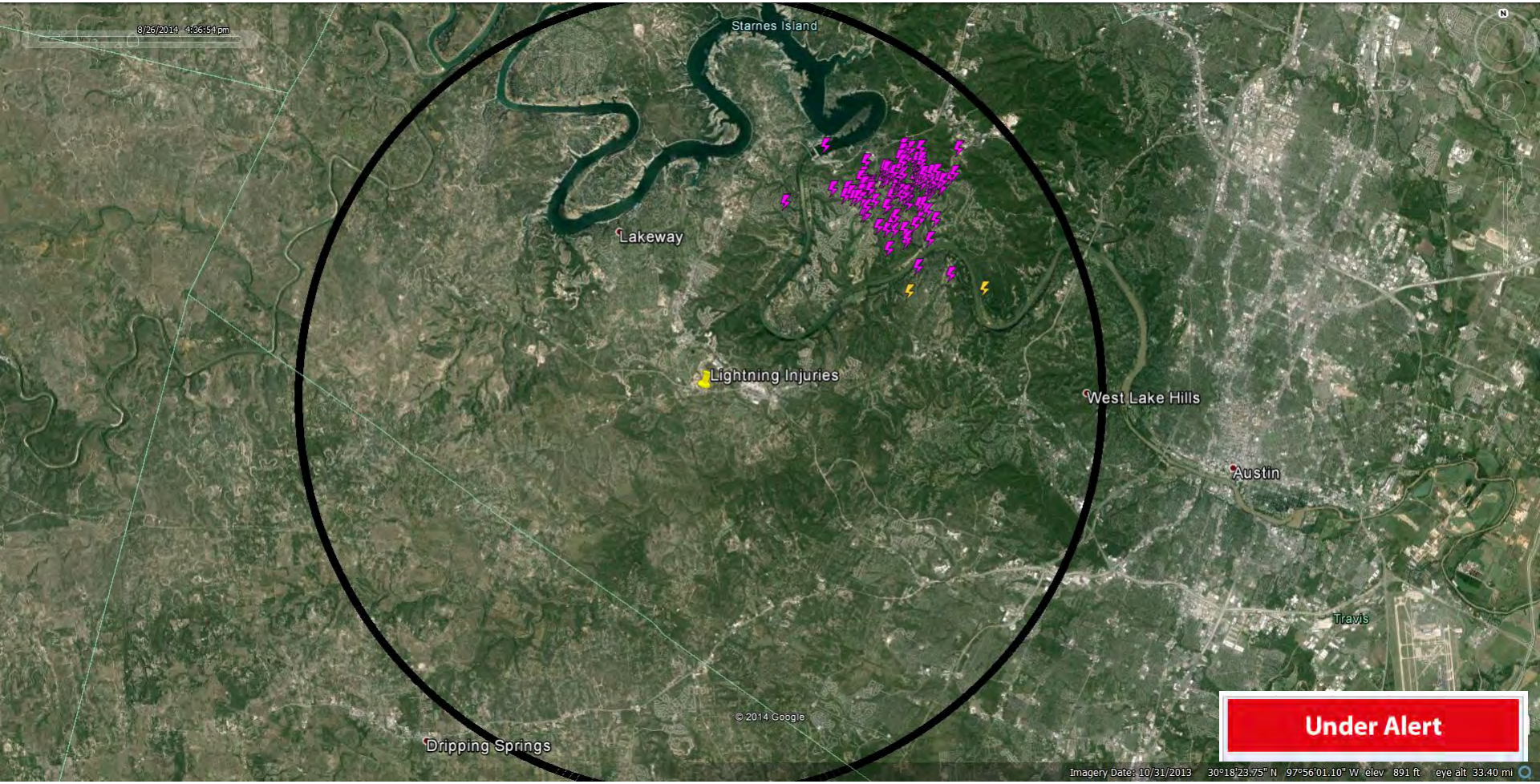
5 minutes prior to strike

4:35 PM EDT– In-cloud lightning continues 5 miles from the facility.



4 minutes prior to strike

4:36 PM EDT– In-cloud lightning continues to the northeast. The first cloud-to-ground (yellow) lightning strikes are detected.



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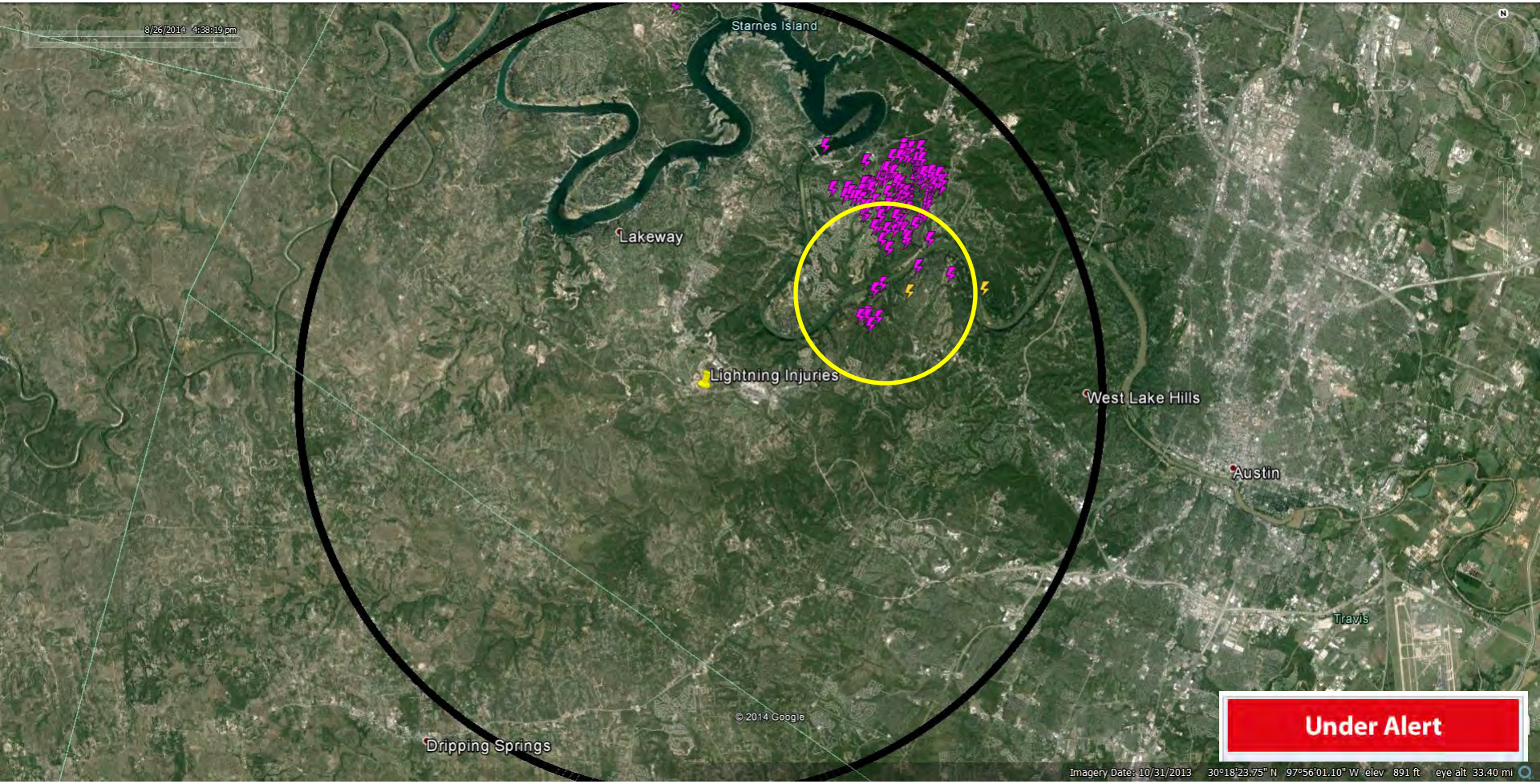
4 minutes prior to strike

4:38 PM EDT– In-cloud lightning continues to approach – approximately 4.3 miles from the facility.



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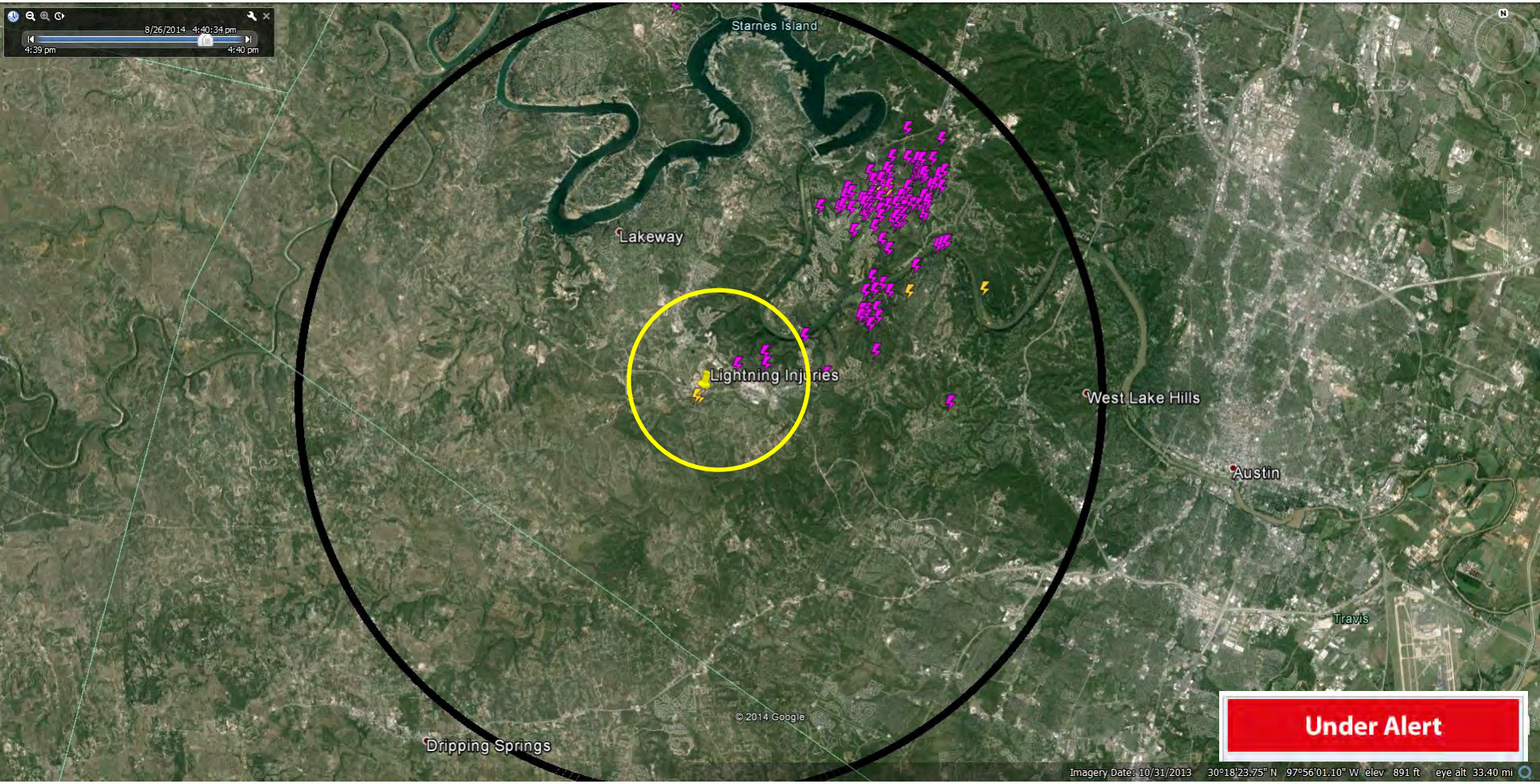
CLOUD-T0-GROUND LIGHTNING STRIKES INJURES CHILDREN

4:40 PM EDT– Two cloud-to-ground lightning strikes detected at the facility. Shown are the probable strikes that injured three children.



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CLOUD-T0-GROUND LIGHTNING STRIKES INJURES CHILDREN

4:40 PM EDT– Close-up view of the two cloud-to-ground lightning strikes that likely caused the injuries.

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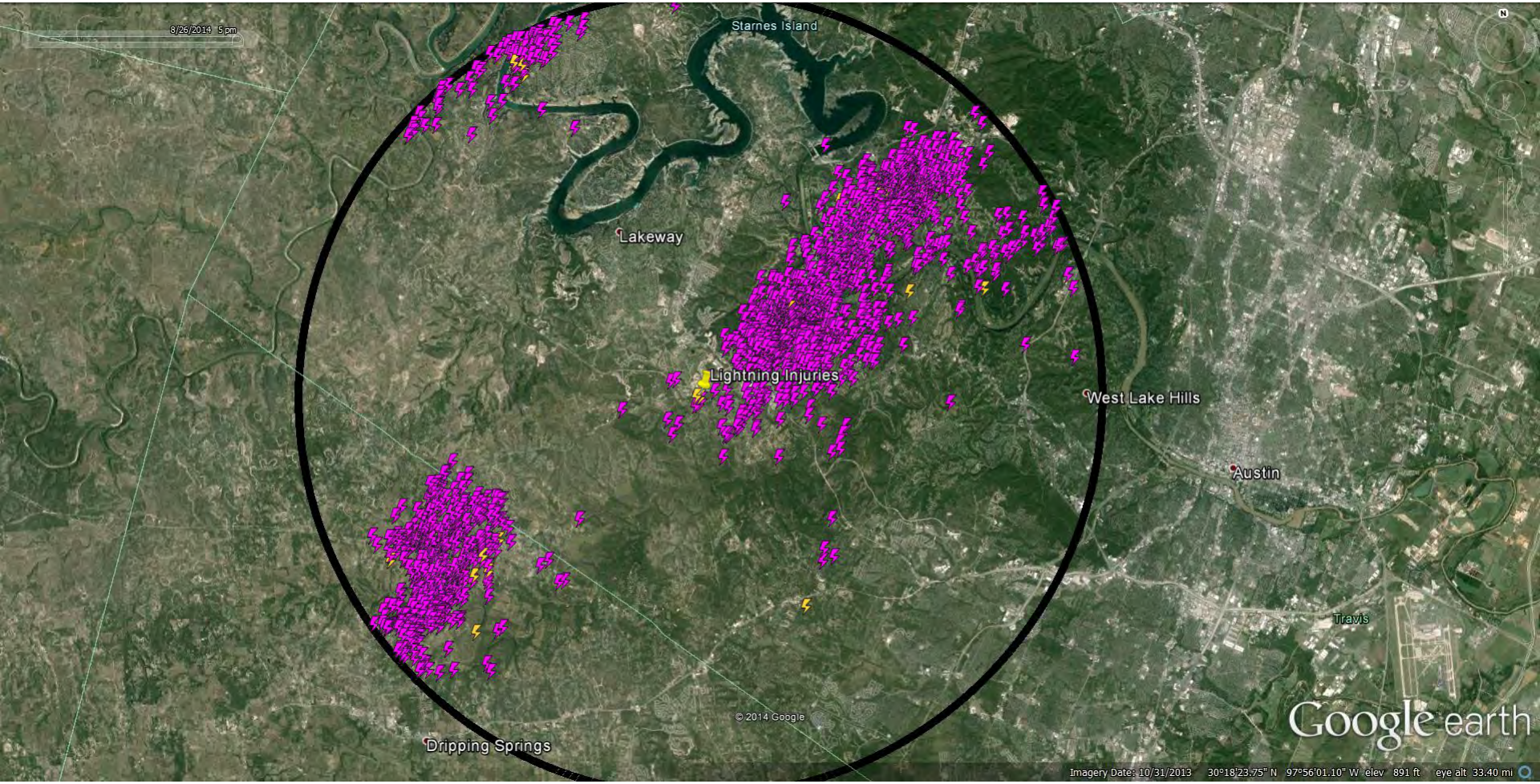
Total Lightning for Event



There were no NWS alerts associated with this event.

This Event Demonstrates How Advanced Warning Could Help Save Lives

The vast majority of lightning stays in the sky and jumps from cloud-to-cloud. Meteorologists and climate scientists have long known that this in-cloud lightning is an early sign of impending severe weather – including dangerous and even deadly cloud-to-ground strikes that kill 50 people, on average, every year and injure far more.

Knowing that in-cloud lightning plays a key role in the formation and intensity of many kinds of extreme weather, we established **the world's largest and most advanced lightning sensor network**. The sensors in our network continuously **monitor, calculate** and **report** where and when lightning strikes occur in the clouds or on the ground – what meteorologists call **total lightning.**

Our advanced technology based on state-of-the-art lightning sensors and networking technology now makes it possible for us to provide our customers with **peace of mind** when storms with lightning are in the area.

On mobile: WeatherBug's Spark is the only mobile tool delivering minute-by-minute, mile-by-mile lightning strike information for Android devices, iPhone and iPad.

On PCs: StreamerRT is the most comprehensive and user-friendly tool available to visualize live and forecast weather conditions at local, regional, national and international levels for critical decision-making.

Outdoors: Outdoor mass notification system for schools, parks, athletic facilities, stadiums and other outdoor venues where safety is a priority.