

### DANGEROUS THUNDERSTORM ALERTS



### **... ...**

I was able to click on my county and see an Earth Networks Dangerous Thunderstorm Alert that provided the nature of the storm, the approximate time the storm would be impacting our area, and instructions to seek shelter! Wow!

Wendy L., Sloan, IA

# THE INDUSTRY'S BEST SEVERE STORM ALERTS— POWERED BY OUR GLOBAL LIGHTNING NETWORK

Act faster to protect lives and assets with our most technologicallyadvanced severe storm notifications. Earth Networks total lightning detection makes it possible to deliver advanced warning of severe weather with our exclusive and patented Dangerous Thunderstorm Alerts (DTAs).

### **OVERVIEW**

DTAs provide warnings for the most dangerous of storms and are the most critical type of severe weather alert delivered by the Earth Networks Total Lightning Network®. The use of total lighting (in-cloud and cloud-to-ground) detection provides significantly better indication of storm severity over cloud-to-ground strikes independently. Earth Networks uses total lightning data within sophisticated algorithms to generate DTAs automatically.

#### **BENEFITS**



### TURNKEY SOLUTION

Equip critical weather personnel with turnkey solutions that constantly monitor dangerous weather conditions and issue customized alerts in real-time.



### WORLD-WIDE ALERTING

Access DTAs anywhere in the world to help detect high rates of lightning globally, which indicates increased potential for dangerous conditions.



## DETAILED WEATHER BULLETINS

Receive WMO-compliant Common Alerting Protocol (CAP) text alerts automatically in real-time providing up to 45 minutes of advanced alerting.



## MULTIPLE INDUSTRY USE CASES

DTAs offer essential alerting and protection solutions across developed and developing regions, as well as many industries including airport operations, government, energy and utilities, broadcast, outdoor recreation and insurance and telematics.



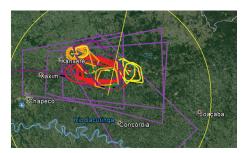
#### **KEY FEATURES**

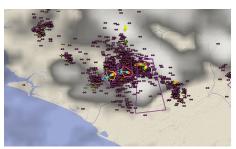
- DTA Alert Polygons
- Use of Total Lightning
- Automated delivery and alerting

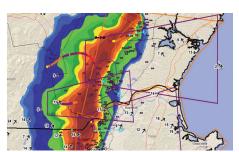
# DANGEROUS THUNDERSTORM ALERTS ARE 50% FASTER THAN OTHER ALERTS

Remove the burden of decision-making with the industry's fastest alerts. Our automated alerts enable significant early warning capabilities on quickly-forming storm cells and provide relevant storm parameter detail such as speed, direction and lightning intensity.









### Earth Networks DTA Alert Polygons

- Time-sensitive alerts issued ahead of approaching severe storms
- Measure cell IDs, cell time, cell area and cell latitude and longitude
- Provide approximately 45 minutes of advanced warning
- 50% faster than other severe weather alerts

### **Use of Total Lighting**

- Measures both in-cloud and cloud-to-ground lightning flashes per minute
- Monitors IC and CG flash rate changes
- Use of gathered information strongly indicates level of storm danger
- Reports storm conditions including CG lightning, heavy rain, microbursts, hail and tornadoes

#### **Automated Delivery and Alerting**

- Delivered through Sferic Maps and Sferic Mobile
- · Alerting determined by storm direction and speed, start and end time, and alert threshold and level

### **CONNECT WITH US**

For more than 20 years Earth Networks has operated the world's largest and most comprehensive weather observation, lightning detection, and climate networks.

Our observations inform and alert consumers, enterprises and governments around the world, providing them with advanced environmental intelligence for decision making and safety.

(301) 250-4000

info@earthnetworks.com