



FOR IMMEDIATE RELEASE
Contact: Erik Proseus
Owner, Cirrus Weather Solutions
Meteorologist, MemphisWeather.net
erik@memphisweather.net
901-492-1696 (cell)

February 3, 2012

MEMPHISWEATHER.NET iPHONE APP UPGRADED TO 2.0; STORMWATCH+ SERVICE DEBUTS ON iOS DEVICES

The MemphisWeather.net (MWN) app was originally born from a desire expressed by users of MWN and its mobile site for key information produced by MWN to be available in a mobile app format. It embodies a simple-to-use, straight-forward approach to Memphis weather, giving Mid-Southerners the information they need quickly and easily.

Now, version 2.0 of the MWN app has been released with an upgraded interactive StormView Radar interface that more than doubles the geographical area covered, while letting users zoom down to near-street level. The most exciting new feature in MWN 2.0, though, is the ability for users to upgrade their app to include **StormWatch+**, a push notification-based system which represents a giant leap forward in weather alerting.

Unlike traditional systems that alert entire counties even when the affected area is only a small portion of that county, StormWatch+ ONLY warns those in and very near the storm's path. Using the National Weather Service's storm-based warning system, which outlines only those areas the storm will affect, StormWatch+ compares a user's pre-determined location to the warned area using sophisticated computerized mapping. The result: users receive alerts only when necessary, keeping them safe when the storm is headed their way, but also eliminating needless hours spent taking cover when the threat is miles away.

One recommendation of the National Weather Service (NWS) Service Assessment following the Joplin, MO tornado in May 2011 stated: "*The NWS should continue to collaborate with partners who disseminate weather information to advance GPS-based warning dissemination systems that are compatible with more specific storm-based warning information. This change should include cultivating use of mobile communications technologies...*" StormWatch+ is exactly the type of emerging mobile technology being referred to – one that uses the more specific storm-based warnings issued by the NWS in conjunction with the latest GPS technology. In addition, at a recent "Weather-Ready Nation" conference sponsored by the NWS in Oklahoma City, panelists indicated that geo-targeted alert information is currently the "most important warning dissemination technology" available.

Advantages of the StormWatch+ system over other similar alerting tools include it's portability, expanded weather alerting (Tornado, Severe Thunderstorm, Flash Flood and Winter Storm Watches and Warnings), pinpoint location-based warning, visual and audio alerting (tone and voice description of the event), competitive cost structure, and ease of setup on one's device.

Cirrus Weather Solutions owner Erik Proseus, who conceptualized StormWatch+ for the iPhone, said: "One of the National Weather Service's goals in implementing their storm-based warning program was to reduce the area warned during severe weather. However, entire

counties are still alerted via sirens and NOAA Weather Radio. This overwarning effectively creates a perception of increased false alarms. StormWatch+ has been well-received by the Android community and we are excited to finally make this cutting-edge technology available to our large base of iPhone, iPad, and iPod Touch users. It truly does provide peace of mind in the path of the storm.”

The MemphisWeather.net app can be found in the App Store and on iTunes. MWN's app developer is Ben Deming (www.bendeming.com).

About MemphisWeather.net

MemphisWeather.net (MWN) was founded in 2003 and has developed into one of the leading weather websites not only in the Memphis area, but in the southeastern United States. Providing a vast array of weather information, products and services, MWN exists to serve the wide variety of needs of its visitors. From interactive weather radar, to StormWatch weather alert delivered by e-mail, Twitter, and smartphone push notification, to live severe weather coverage and nowcasting via social media (@memphisweather1 on Facebook and Twitter), MWN provides a comprehensive solution for those needing information during adverse weather.

###