



The MWN Newsletter

*All the Weather You Need for
Memphis and the Mid-South*

WELCOME

Since the last newsletter, a couple of major additions have been made to MemphisWeather.net that I am excited to tell you about. First up is the new mobile version of the website, then one of our most exciting new features – interactive radar! Finally, the MWN Blog is a very popular feature of MemphisWeather.net, with visitors from around the world.

MWN MOBILE

With our high-speed culture wanting information immediately and using the mobile web to get it, MWN had to keep up! With the release of MWN Mobile, we have done just that. MWN Mobile currently allows our on-the-go users to get the latest conditions from WXLIVE! in Bartlett (updated every 5 minutes), looping radar, and the most accurate forecast available on the mobile web – the MWN Forecast. More of the regular site will be ported over to the mobile version over the coming months. MWN Mobile can be viewed on your iPhone, Blackberry, Treo, or other web-enabled mobile device at <http://pda.MemphisWeather.net>.

STORMVIEW INTERACTIVE RADAR

One of the most promising features of MWN is StormView Interactive Radar. StormView Radar displays professional-quality radar data, with features like zooming and panning, storm tracking, detection of severe storm attributes (like hail and storm rotation), and even a “Winterize” mode, which differentiates between rain, freezing rain and sleet, and snow! There are two different views available – a metro zoom and a regional zoom. The only requirement on the user end is a recent version of Flash installed on your PC (which almost all computers have or is easily obtained).

StormView uses the same technology as many television stations’ web-based radars use, including WMC-TV 5’s. StormView is managed in-house at MWN and was developed and customized specifically for MWN by StormQuest Technologies. Make sure you check out interactive radar on a whole new level with StormView Radar!

MWN BLOG

The MWN Blog (at <http://blog.MemphisWeather.net>), another good source of information pertaining to Memphis weather, includes weather discussions, announcements of feature updates on MWN, and whatever else I want to blog about! Recently, posts have focused on winter weather in the Mid-South, Atlantic hurricane updates, and discussion of weather conditions that are, or will, affect Mid-Southerners. Be sure to subscribe to get blog updates or hook up to the RSS feed, both accessible from the MWN Blog site.

ADVERTISING OPPORTUNITIES

As new and updated features are added to MWN, more resources are required to maintain and update the site. StormView Radar, in particular, is an excellent tool and also one of the most visited features of MWN. This presents our users with an opportunity. I have decided to offer local small and medium-sized businesses the opportunity to advertise their products or services on the StormView radar pages. If you are interested in getting more information, contact me at webmaster@memphisweather.net.

A THANKSGIVING THANK YOU!

I want to conclude by thanking each of you for your interest in this newsletter and support of MemphisWeather.net. Without you, this site would have no purpose, so I am thankful for each and every visit.

I hope you have enjoyed reading this edition of **The MWN Newsletter!** Feel free to pass it on to your friends, family, and colleagues, giving them an opportunity to learn more about MemphisWeather.net as well!

And don’t forget to visit www.MemphisWeather.net soon and often, and feel free to drop me a line anytime!

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