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FOR IMMEDIATE RELEASE

## **Texas Station KAVU Makes the Switch to Weather Central** *Better Looking Graphics and Easy Content Distribution Seal the Deal*

[August 21, 2008] Madison Wis. – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions today announces KAVU, Victoria Texas is now broadcasting its everyday and severe weather coverage with Weather Central solutions. KAVU chose Weather Central based on their need for a weather system that is brilliant enough to compete with the larger market stations surrounding Victoria and efficient enough to streamline their workflow and maximize their viewer reach. They found all they were looking for with Weather Central.

According to Jeff Pryor, General Manager at KAVU, the weather in the south Texas market is very important to their viewers as a large percent of them are farmers and ranchers. "With a high number of weather savvy viewers we shopped for the weather system that would give us the most bang for our buck on the air and on the web. Weather Central came on strong with their graphics, ease of use and their :LIVE WxWebcaster."

KAVU is now broadcasting its every day coverage on-air with Weather Central's 3D:LIVE™ and online with :LIVE WxWebcaster™. Adding :LIVE WxWebcaster to 3D:LIVE allows meteorologists to single-handedly upload their weather show to the Web. They can also record a weathercast using a webcam and a microphone and get on-air fast when weather turns severe. This is a crucial differentiator when weather turns bad during the overnight hours and there are few people at the station. They can begin broadcasting immediately with :LIVE WxWebcaster while they wait for the rest of the crew to arrive. In addition to 3D:LIVE and :LIVE WxWebcaster, KAVU also switched their severe weather graphics system to the Weather Central ESP:LIVE™ solution.

Having the best looking graphics and the most efficient system weren't the only factors that made Weather Central the clear choice for KAVU. "First class training and support weighed heavily in our decision process as well as the cost of the system," said Pryor. At the beginning of 2008, Weather Central redefined their implementation strategy and is getting rave reviews by their new customers. Additionally, Weather Central created the Weather Central On-Demand Website ([www.weathercentralondemand.com](http://www.weathercentralondemand.com)), designed for Weather Central users to communicate, share ideas and videos and maximize their products by taking assessments, watching tutorials and participating in quarterly Webinars.

"We are proud that KAVU trusts Weather Central to upgrade their presence in Texas," said Bill Baker, president of Weather Central. "It's great to add them to our esteemed list of partners and we look forward to our continued relationship."

Pryor said, "Weather Central went above and beyond what is expected to help television market 204 upgrade to a state-of-the-art weather product."

(MORE)



The Weather Central commitment to bringing viewers the highest quality of graphics and storytelling tools in HD and SD has positively impacted the presentation of weather coverage for KAVU and continues to provide credible technology for its clients all over the world.

#### About Weather Central Inc.

Weather Central Inc., founded in 1974 by broadcasters and meteorologists based in Madison, Wisconsin, is the leader in providing professional on-air, online, and print weather systems and forecasting utilizing dynamic weather graphics, precise forecast models and data and patented technology. More than 500 customers worldwide enjoy the benefits of Weather Central's attention to detail and insight, serving their total weather graphics needs. Products and services available from Weather Central and its affiliated companies - MyWeather and WCInteractive - are: 3D:LIVE™, :LIVE™, and NBC Weather Plus weather presentation systems; ESP:LIVE™, storm tracking system; A.D.O.N.I.S. FutureCast® and A.D.O.N.I.S. MicroCast®, proprietary forecast models; MetroVision™, forecast visualization tool; WxWarn<sup>2</sup>™, severe weather crawl system; LIVE:Wire™, automated severe weather information alert system; Personal MicroCast® and Live Online™, individualized, online weather information and forecast products; ScreenWRITER® and SportsWRITER®, interactive news and sports presentation systems; and WxPoint™, automated localized weather display system.

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