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### **MyWeather combines online interactive radar with hyper-local point forecasting**

Madison, WI – MyWeather, LLC, the industry-leading developer of digital weather and traffic solutions, is pleased to announce the release of the ESP:Online Forecast Package, an online application combining hour-by-hour point forecasts and future radar with a Microsoft® Virtual Earth™ map. The newest product on the MyWeather Interactive Radar platform, the ESP:Online Forecast Package can be implemented as a standalone product or combined with other MyWeather Interactive Radar applications.

The ESP:Online Forecast Package allows broadcasters to plot individual locations from their local market onto the Virtual Earth map. MyWeather's MicroCast® technology provides an hour by hour forecast for each precise latitude/longitude location on the map, and broadcasters are able to control messaging within the forecast window, allowing them to highlight their station or a sponsor.

Viewers can also access FutureCast™ radar and cloud cover forecasts for up to 48 hours into the future. FutureCast provides users with full control over the animated presentation, allowing them to start, stop or view individual time-stamped frames of the animated future radar.

“As interactive radar products become more prevalent on the Web, it becomes more important for broadcasters to offer their viewers the highest-quality solutions available,” said Irene Cash, Vice President of Content and Executive Editor at MyWeather, LLC. “The ESP:Online Forecast Package is just one example of the way MyWeather is allowing broadcasters to stay ahead of their competition and keep their users engaged and on site.”

With over ten years of providing Web and mobile weather, traffic and news solutions, MyWeather is committed to bringing broadcasters premium weather content and applications to drive audience and generate revenue. MyWeather has over 150 clients on its Interactive Radar platform, including Hearst-Argyle, Cox, Raycom, Quincy, Nexstar, and many more. To find out more, contact MyWeather at [sales@myweather.net](mailto:sales@myweather.net) or (608) 441-0400.

### **MyWeather, LLC**

MyWeather is a leading provider of personalized weather and traffic content solutions to media and consumers. MyWeather's patented technologies provide users with hyper-local weather alerts and forecasts, and personalized weather and traffic information to drive audience. We deliver weather and traffic online, to mobile devices, and to broadcasters worldwide.

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