

CONTACT: Steve Smedberg  
Tel: +1-608-274-5789  
SSMEDBERG@WXC.COM

**For Immediate Release**

## Newest Member of Raycom Family Starts the New Year with a New Touch on Newscasting WBTV in Charlotte, NC Goes Interactive with NewsNAVIGATOR®



[Click Here to watch video](#)

[January, 15 2008] Madison, Wis – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions, today announces WBTV in Charlotte, NC goes interactive with the acquisition of NewsNAVIGATOR™. Now, for the first time, WBTV will be able to tell interactive stories by controlling map zooms, running graphic reveals and launching live reports or video by touching a large plasma screen on set.

It did not take long for WBTV News Manager Dennis Milligan to see the latest in news presentation technology creating a buzz in the newsroom. “Producers and anchors are standing in line wanting to learn and use NewsNavigator,” Milligan said. “It usually takes a lot of convincing to get people to try new stuff. Talk about a product that sells itself!”

WBTV is also installing Weather Central’s new SimulCAST™ solution giving multiple producers the ability to create on-air content simultaneously on the same interactive system. “This groundbreaking technology allows every desktop in the newsroom to easily create maps and animations that are instantly ready for air,” said Steve Smedberg, Vice President of Operations for Weather Central.

Milligan says it is an addition that allows his staff to be even more productive. “We’re looking forward to SimulCAST. We’re going to be using the system soon to do traffic in the morning. More fun on the way!”

Weather Central recently teamed up with Microsoft® to deliver an internet-based instant mapping solution for NewsNAVIGATOR™. With the Microsoft Virtual Earth™ global mapping solution, this interactive system offers one meter high resolution mapping to customer stations.

“It was a pleasure working with the WBTV staff,” said Rock Rote, Managing Director for WCInteractive. “Their professionalism and motivation was inspiring. I’m looking forward to continuing our relationship and helping them exceed their goals for 2008 and beyond.”

WBTV was recently acquired by Raycom Media Inc. which will now own 45 stations nationwide.

For more about NewsNAVIGATOR please contact WCInteractive Managing Director Rock Rote at 608-274-5789 or 262-389-6887.

### 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.

(MORE)

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.

###

© 2008 Weather Central Inc., Madison, Wis. All rights reserved. Product specifications and availability are subject to change without notice. Weather Central Inc., :LIVE, GENESIS:LIVE, 3D:LIVE, ESP:LIVE, Weather Central MagicTRAK, LiveLine GENESIS, A.D.O.N.I.S. MicroCast, A.D.O.N.I.S. FutureCast, StormSentinel DV, WxWarn<sup>2</sup>, ScreenWRITER, SportsWRITER, SimulCAST, X-Vision, Storm Vitals, TelePath, RainVision, SnowVision, FunnelPATH, CellPATH, HailZONE, GustZONE, MessoPATH, Always-On Training, Instant Mapping and WxPoint are either registered trademarks or trademarks of Weather Central Inc. Personal MicroCast and Live Online are trademarks of MyWeather LLC. All other trademarks contained herein are the property of their respective owners.