

# Weather in your browser



## Forecast Snapshot tool

Launched in late 2007, the new AccuWeather.com Forecast Snapshot tool on Google Maps provides current conditions, three-day forecasts, weather news headlines, and radar or satellite images for every location on Earth. The tool is unique because it provides all these weather products in one easy interface, and for all locations selectable by zip code or searchable by city or country. The information comes in the format users want it and when they want it. Developers are welcome to create new and useful ways of accessing the information provided by AccuWeather.com. And for non-developers, Accuweather.com offers mini-applications that can be used on personal web sites or blogs and even on your iPhone. ■

## Borderless geographic intelligence

Beginning in the second quarter of 2008, AccuWeather will incorporate GeoMicro Inc.'s AltaMap platform to provide a backbone for dynamically generating satellite and radar images that are centered on user locations, not cut from generalized regional maps. The result will be a continuous, borderless map, available for any location on Earth. AccuWeather.com will also be able to integrate other information such as temperature, weather conditions, and storm tracks directly into mapped images, thereby providing a greater than ever level of interactivity with radar and satellite images.

The AltaMap® platform will help re-size satellite and radar images for users' devices, thus eliminat-

ing the need to crop and shrink images to accommodate various screen sizes. The result will be the most usable, informative, and attractive images for every user and device.

"This investment by AccuWeather, the leading company in the mobile weather space, is a dramatic endorsement of the innovative and robust platform that GeoMicro provides," said Karim Kaddeche, CTO for GeoMicro, Inc. "By working together, we will provide a truly differentiated user-focused experience that meets the needs of users everywhere."

About AccuWeather, Inc.—The World's Weather Authority® providing accurate, localized, branded forecasts and severe weather bulletins to over 110 million Americans each day via the Internet, mobile devices and IPTV, through the airwaves, in print, and on digital signage. Apart from delivering customized weather products, the 113 meteorologists at AccuWeather maintain a free AccuWeather.com website, and provide content onto more than 20,000 third-party Internet sites, including CNN Interactive, ABC's owned and operated stations, The Washington Post and The New York Times. [www.accuweather.com]

About GeoMicro, Inc.—A ten-year old, privately held software company headquartered in Irvine, California. The company is a leading provider of software platforms, tools and applications that enable its enterprise and government clients to develop and rapidly deploy street mapping applications across multiple front ends. GeoMicro's AltaMap is used by the U.S. Navy, General Electric, Trimble Navigation, and Mapquest. ■