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For Immediate Release

## **Weather Central Provides Final Piece to the Live Radar Puzzle**

*Live radar Ribbon™ technology offers one solution for radar control and display*

[April 17, 2009] Madison, Wis. – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions is pleased to announce the release of its new live radar control solution, live radar Ribbon™. The product is the first in the industry to allow for simultaneous display of critical live radar data.

Live radar Ribbon provides ESP:LIVE™ customers with full control over their RCP8 and RVP8 live radar signal processors. The solution consists of a radar control host computer (Ribbon) placed at the radar site. Live radar control functionality is integrated into the ESP:LIVE storm-tracking solution, allowing the station's engineering team to control the radar at the radar site for maintenance and the weather team to control the radar at the station during daily operation.

"ESP:LIVE is now the number one choice for on-air storm-tracking," said Bill Boss, Senior Product Manager at Weather Central. "And Ribbon now ties everything together into an intuitive, user-friendly interface within our ESP:LIVE solution which eliminates the need to have another vendor's software control the radar."

Ribbon will be available in May 2009 to all broadcasters who have implemented the ESP:LIVE severe weather display solution from Weather Central. The software and ESP:LIVE interface provides the user with antenna elevation and rotation control, radar range, sector scan control, and the ability to use Weather Central's Data Scope™ tool within ESP:LIVE.

Weather Central is committed to bringing broadcasters and their viewers across the globe the highest quality and most innovative weather solutions available. For more information about Weather Central, call +1 (608) 274-5789 or email [sales@wxc.com](mailto:sales@wxc.com).

### 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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