

Press Release
September 15, 2003
For Immediate Release

Contact: Jeff White
800.337.5263
jwhite@tapublishing.com

WeatherTAP incorporates GIS into RadarLab technology

WeatherTAP.com, the online weather service, is pleased to announce the release of RadarLab GIS, a new weather analysis and storm tracking application.

RadarLab GIS combines cutting-edge GIS (Geographic Information Systems) technology with WeatherTAP's proven RadarLab™ system to produce a detailed, flexible and powerful weather analysis tool.

"WeatherTAP users such as emergency managers were requesting the ability to overlay radar data on street-level maps for as much detail as possible, and we've delivered with RadarLab GIS," says Robert Parsons, program manager for WeatherTAP.

The GIS capabilities offer virtually unlimited zoom levels without any loss of resolution in the overlays or map backgrounds. Plus, users may import an unlimited number of ESRI shape files into the application, many of which are available online for little or no charge.

"A key feature that is making the product successful is giving the user the power to plot their own custom locations on the weather maps," Parsons says. "This enables them to monitor how weather will directly affect schools, hospitals, utilities, businesses, personal homes—anywhere serious weather could threaten lives or property."

Storm tracks plot storm cells along with a predicted track, and a corresponding storm attributes table displays information such as tornadic signature and chance of hail or severe hail.

"We're finding several industries interested in RadarLab GIS, in addition to our longstanding customers," Steve Stone, COO of TAP Publishing, says. "Our initial goal was to meet the needs of emergency management groups. However, utility companies and roofing companies are telling us they're saving thousands of dollars in scheduling alone using the system."

"And, of course, meteorologists, storm chasers and weather aficionados in general love being able to spot tornadic signatures as quickly as possible, often before warnings are issued by the National Weather Service."

The application's interface is intuitive to anyone familiar with a browser or typical desktop application, and the regular WeatherTAP user will already be familiar with many features.

RadarLab GIS is a subscription product that includes full access to WeatherTAP.com. A software installation is required, as well as an internet connection to access the weather data from WeatherTAP.com. The software is packaged with the latest edition of WeatherTAP Studio, the desktop client available to WeatherTAP users.

For more information, contact WeatherTAP at 800-337-5263.

###