WSI Corporate Summary

• **Company Overview**
  – Established 1978
  – U.S. Headquarters in Andover, MA
  – European Office in Birmingham, U.K.

• **Weather-driven business solutions**
  – Aviation
    • Preflight briefing
    • In-flight cockpit weather
    • Complete airline EWINS capable forecasting solutions
  – Media – On-air shows & storm center services for broadcast & cable television
  – Energy – Services for traders and T&D decision makers

• **A subsidiary of Landmark Communications**
  – Sister company to The Weather Channel & weather.com
Convective Initiatives 2005 - HUBCAST

- Implemented HUBCAST
  - High temporal granularity forecasts presented as graphical decision aid
  - Concept used and evaluated during FAA proof of concept trial with favorable verification results
  - Currently in use at American Airlines, BAA, and TNT
Convective Initiatives 2005- En Route

- Implemented convective hazard forecasts and SIGMETs
  - Polygons describing forecasted convective hazards issued for 3 hourly segments out through 12 hours
  - Polygons describing immediate convective hazard areas, issued as needed
- WSI began CCFP participation
- Implemented integrated WSI En Route hazard editor and monitoring tool
Convective Initiatives 2006

• Refinement of RPM numerical model and “advective” forecast guidance
  • Lightning density
  • Convective wind events
  • Weather type
  • Visibility
  • Ceiling
  • Turbulence
  • Icing

• Enhancements to our existing real-time monitoring and forecast verification system

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