

WSI+EEC



TRUVU TITAN

**The most powerful tool we've ever
created for telling severe and
disruptive weather stories.**

When you're doing hours of live continuous severe weather coverage, you need as much storm data as you can get. With Titan Impact, even if the area is covered with storms, our viewers can tell at a glance which ones are the worst. The 3D lighting of TITAN HD is breathtaking!

Ron Howes
Chief Meteorologist
WTVF-TV
Nashville, TN

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The most powerful tool ever created for telling severe and disruptive weather stories.

When severe weather strikes, there isn't a moment to lose...for your audience or your weather team. **TruVu Titan** is the interactive storytelling tool that produces high-resolution pictures of dangerous and disruptive breaking weather without rendering. So you get the news out fast and keep your talent in the picture.

Photorealistic mapping and beautiful 3D Earth images make even fast-changing stories easy to understand with TruVu Titan. Audiences find Titan's vivid images more credible and compelling than the awkward, chunky graphics of other systems. We know, because we've tested Titan's graphics with real viewers. It's a difference you can see on HD or standard definition broadcasts.

Titan uses volumetric radar data to create the highest-quality live 3D weather images your audience has ever seen. Designed to provide first-to-air, neighborhood-level coverage of severe breaking weather, TruVu Titan has been further refined with every release to cover disruptive weather of all kinds. And no other weather system creates a more accurate forecast than TruVu Titan.

This year, TruVu Titan includes features that take tropical storm coverage to a new level. Hurricane Tracker provides the clearest, most accurate depiction of

the path – and probable future course – of these deadly storms. Hurricane Tracker animates live, in real time, combining a constantly updated stream of incoming data from the National Hurricane Center so your talent stays on the air and on the story as it unfolds.

Hurricane Hunter

follows the path of the hurricane-monitoring aircraft of the National Weather Service as they fly into the eye of these storms to gather data. The data from the aircraft updates automatically even while you are on-air, giving your coverage the immediacy and excitement of the front lines. And the new feature **Spaghetti Tracks** conveys the uncertainty of the rapidly changing situation as the jumble of multiple hurricane forecast models untangles as impact nears.



Satellite Data can now be displayed in Titan, enabling you to provide the most complete coverage of tropical events, even when the storms are outside of radar range. WSI's exclusive blended IR/Visible satellite image provides the most stunning visuals of these dangerous storms.

TruVu Titan helps you produce the most polished, the most credible and the most watchable weathercast you can put on air for your viewers. It's no wonder that in markets where forecast accuracy saves lives, TruVu Titan is the gold standard.

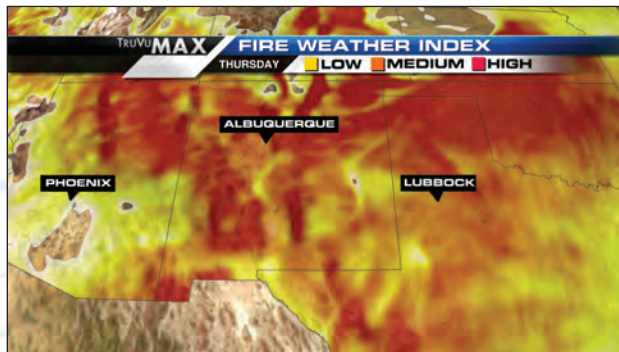
The latest release of TruVu Titan adds new features for better storytelling and makes Titan easier to use than ever before.

Titan Impact is designed to provide on-camera meteorologists the tools they need to keep their viewers informed and safe from all of the dangerous phenomena associated with severe weather outbreaks. Titan Impact provides critical intensity information on the top five hazards related to thunderstorms while other index products on the market only identify a single storm threat, such as tornadoes. This leaves meteorologists underserved in their mission and viewers dangerously underinformed.

Population Impact Information allows forecasters to express unfolding weather stories in human terms and target warnings where they are needed most.

Hail and Shear Tracks reveal damaging storm characteristics for better assessment of threatened areas.

WSI Fire Weather Index is brand new and vital to communities that face this annual threat to life and property. This promotable, must-watch index is derived from our exclusive 4km RPM forecast model and is available as part of WSI's Vortex HD service. The WSI Fire Weather Index provides an easy to understand threat level for the potential of brush and wild fires based



on a sophisticated algorithm incorporating wind, humidity and other atmospheric conditions along with surface conditions such as soil moisture.

The United States Precision Lightning Network, or USPLN, is WSI's exclusive lightning network, providing the most comprehensive real-time lightning data available, including individual cloud-to-ground strikes and cloud flash data, delivering a more accurate depiction of lightning events 2-3 times faster than competitive services.

Instant Query keeps talent on the air during breaking weather with live, hyper-local weather data at their fingertips.

With the acquisition of EEC, WSI is the premier radar company in the world.

Now TruVu Titan integrates with a greater variety of radar feeds than any other weather company. Here are some of the radar feeds now supported and radar features newly available in 2008:

EEC HiDef Radar

TruVu Titan displays live, sweeping high-definition EEC data, supporting up to 3840 bins – a resolution as much as sixteen times greater than what you're experiencing now.

EEC Defender Dual Polarity Radar

Titan also displays EEC's exclusive, dual polarity radar that allows you to detect, analyze, depict and warn viewers of more kinds of dangerous weather than any radar system in history. Now rain, sleet, snow and hail can be televised more clearly and accurately than ever before. Traditional radar cannot distinguish the difference between these types of precipitation.

EEC Radar Control

Titan's tight integration with EEC's radar control sub-system allows you to maximize your radar technology to track storms and inform your viewers like never before. You can change from PPI mode to Sector scanning while on-air to focus on a single severe thunderstorm, allowing you to keep your eye on these dangerous storms and your viewers safe.

Super Resolution NEXRAD Level II Data

In the spring and summer of 2008, the National Weather Service will upgrade its radar data to Super Resolution. Super Resolution data will improve the resolution of reflectivity data by 400% by reducing bin size from 1km to 250m. Best of all, the data is available to all Vortex Severe customers and Titan is ready to display that data now.

Canadian Radar Network

WSI is the only weather vendor to provide access to streaming radial data from Environment Canada's Radar Network. The network consists of 31 weather radars covering 98% of Canada's population. This data is available to all Vortex Severe customers.

