Weather and Emergency Alert Notification Services

Protecting Life and Property, Supporting Business Continuity

10 Year U.S. Severe Weather Event Statistics

Criteria for a Severe Thunderstorm:
1 inch hail or 58 mph wind

Year	Tornado	Hail	Wind	Total
2017	1,522	6,045	14,170	21,737
2016	1,059	5,601	13,566	20,226
2015	1,259	5,411	12,492	19,162
2014	1,057	5,536	11,985	18,578
2013	942	5,457	12,942	19,341
2012	1,119	7,032	14,346	22,497
2011	1,894	9,415	18,680	29,989
2010	1,543	5,913	14,087	21,543
2009	1,305	10,223	11,408	22,936
2008	1,685	17,680	16,819	36,184
Totals	**13,385**	**78,313**	**140,495**	**232,193**

***NOAA Storm Prediction Center Statistics*

U.S Population 325.7 million (2017)

10 Year All U.S. Weather Impact Statistics

Year	Fatalities	Injuries	Property Damage	Crop Damage	Total Damage
2017	508	1,205	$87,377.50	$1,913.21	$89,290.71
2016	458	1,276	$18,194.70	$243.29	$18,437.99
2015	522	2,143	$4,202.01	$645.11	$4,847.12
2014	388	2,203	$5,511.72	$2,183.30	$7,695.02
2013	448	2,767	$8,817.39	$4,375.00	$13,192.39
2012	538	2,653	$32,792.60	$6,083.78	$38,876,38
2011	1,096	8,859	$21,115.23	$3,067.46	$24,182.69
2010	491	2,374	$9,553.84	$2,150.66	$11,704.50
2009	373	1,876	$6,773.98	$685.49	$7,459.47
2008	569	2,903	$27,106.82	$3,217.30	$30,324.12
Totals	**5,391**	**28,259**	**$221,446**	**$24,565**	**$207,134**

NWS Data comprised from 50 states, Puerto Rico, Guam, and the Virgin Islands | $ is millions

Background

- iAlert is an American media company that provides tailored weather and emergency alert notification services
- Owned and operated by former NWS Meteorologist and Watch, Warning, Advisory Dissemination Manager Mark McInerney
- iAlert.com "Push Delivery" of weather and emergency alerts by email, text message, and social media
- WxData.com "Pull Delivery" providing developer API access to real-time and historic weather data for mobile apps and business services

National Weather Service (NWS) conferred highest honor, the Isaac M. Cline Award to iAlert Services Chief Meteorologist Mark McInerney

Protecting Life and Property, Supporting Business Continuity

Partners

iAlert has disseminated nearly 3 million alerts to partners such as…

The Salvation Army
Empire State Division

ServiceKing
COLLISION REPAIR CENTERS

NYC Emergency Management

NYS ED .gov
New York State
Education
Department

Texas Capital Bank™

Albertsons
Albertsons / Safeway

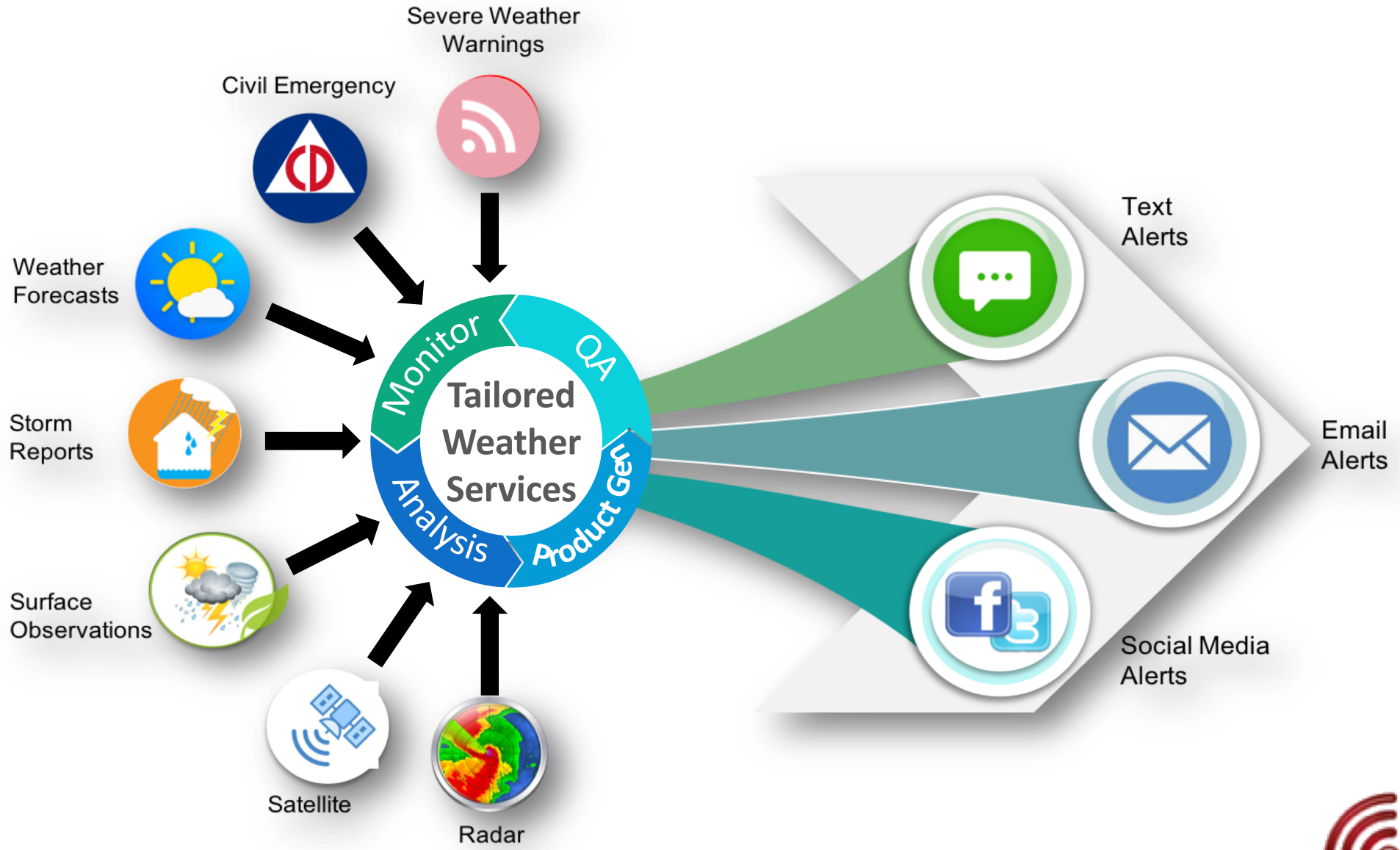
ACTIVE ON-DEMAND™
Roadrunner
Transportation

New Jersey Turnpike Authority 1949
New Jersey
Turnpike
Authority

… and 20,000 more.

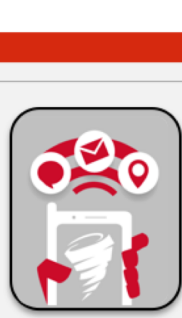
Alert Notification Business Model

Integrate | Tailored Weather Services | Direct Delivery



Common Service Packages

Protecting Life and Property, Supporting Business Continuity



Severe Weather Warning Alerts by City

Severe weather alerts for selected city locations

Severe Weather Warning Alerts by Event

Every tornado, severe thunderstorm, flash flood warning nationwide or by state

The Daily Weather Forecast

Morning daily weather forecast for selected city locations

Impact Weather Observation Alert Monitoring

Alerts when selected wind, temp, heat index, wind chill, and more are reached

Storm Report Alert Monitoring

Receive storm reports for up to 58 different event types in real-time as submitted

Impact Weather Forecast Alert Monitoring

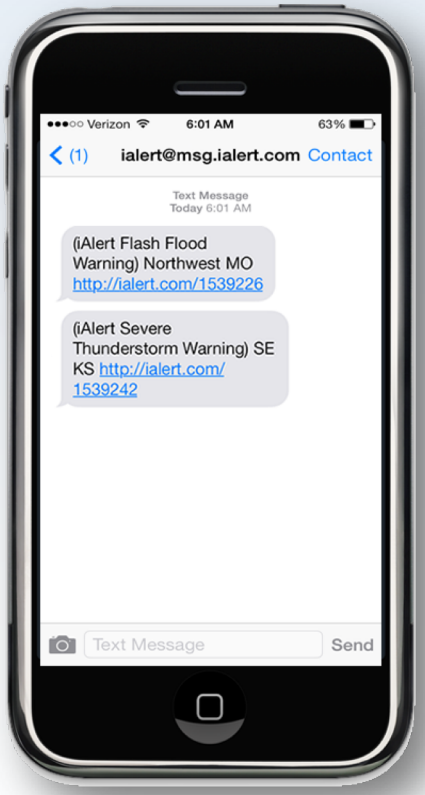
Hourly breakdown when select wind, temp, heat index, wind chill & more is forecast in a 24 hour period

Weather Warning Alerts by City

Weather Warning Alerts Alerts by City

- Select from 30,000 cities, all 50 states, for over 100 different alert types:
  - Severe Weather
  - Winter Weather
  - Flooding
  - Non-Precipitation
  - Fire Weather
  - Coastal Weather
  - Tropical Weather
  - Aviation Weather
  - Civil Emergency
- All-Hazards Reference Guide:
  - http://ialert.com/docs/iAlert.com-All-Hazards-Reference-Guide.pdf
- Unlimited city/state locations, alerts to multiple email addresses, text alerts to any text enabled mobile device
- Online account management

All-Hazards Text Alert Example

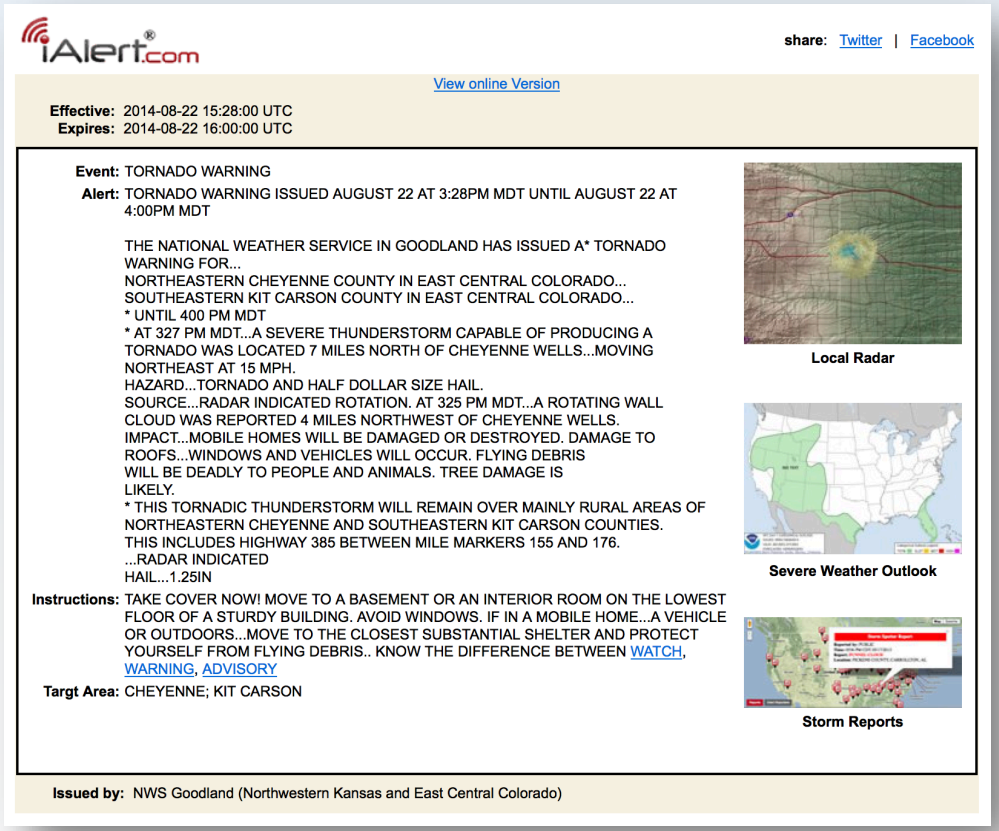


Embedded web link for hazard detail

Works With Any Text Enabled Phone

Weather Warning Alerts by City
Email Alert Example

Example email alert for Tornado Warning in Kit Cason, Colorado



iAlert.com

share: Twitter | Facebook

View online Version

Effective: 2014-08-22 15:28:00 UTC
Expires: 2014-08-22 16:00:00 UTC

Event: TORNADO WARNING

Alert: TORNADO WARNING ISSUED AUGUST 22 AT 3:28PM MDT UNTIL AUGUST 22 AT 4:00PM MDT

THE NATIONAL WEATHER SERVICE IN GOODLAND HAS ISSUED A* TORNADO WARNING FOR...
NORTHEASTERN CHEYENNE COUNTY IN EAST CENTRAL COLORADO...
SOUTHEASTERN KIT CARSON COUNTY IN EAST CENTRAL COLORADO...
* UNTIL 400 PM MDT
* AT 327 PM MDT...A SEVERE THUNDERSTORM CAPABLE OF PRODUCING A TORNADO WAS LOCATED 7 MILES NORTH OF CHEYENNE WELLS...MOVING NORTHEAST AT 15 MPH.
HAZARD...TORNADO AND HALF DOLLAR SIZE HAIL.
SOURCE...RADAR INDICATED ROTATION. AT 325 PM MDT...A ROTATING WALL CLOUD WAS REPORTED 4 MILES NORTHWEST OF CHEYENNE WELLS.
IMPACT...MOBILE HOMES WILL BE DAMAGED OR DESTROYED. DAMAGE TO ROOFS...WINDOWS AND VEHICLES WILL OCCUR. FLYING DEBRIS WILL BE DEADLY TO PEOPLE AND ANIMALS. TREE DAMAGE IS LIKELY.
* THIS TORNADIC THUNDERSTORM WILL REMAIN OVER MAINLY RURAL AREAS OF NORTHEASTERN CHEYENNE AND SOUTHEASTERN KIT CARSON COUNTIES.
THIS INCLUDES HIGHWAY 385 BETWEEN MILE MARKERS 155 AND 176.
...RADAR INDICATED
HAIL...1.25IN

Instructions: TAKE COVER NOW! MOVE TO A BASEMENT OR AN INTERIOR ROOM ON THE LOWEST FLOOR OF A STURDY BUILDING. AVOID WINDOWS. IF IN A MOBILE HOME...A VEHICLE OR OUTDOORS...MOVE TO THE CLOSEST SUBSTANTIAL SHELTER AND PROTECT YOURSELF FROM FLYING DEBRIS.. KNOW THE DIFFERENCE BETWEEN WATCH, WARNING, ADVISORY

Targt Area: CHEYENNE; KIT CARSON

Local Radar

Severe Weather Outlook

Storm Reports

Issued by: NWS Goodland (Northwestern Kansas and East Central Colorado)

Similar view if provided Text Alert link clicked

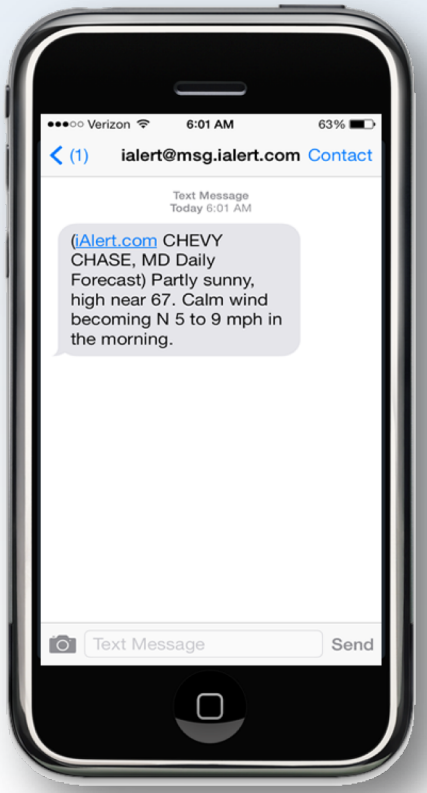
- Email alerts are TEXT or HTML based providing immediate information for the protection of life and property
- Alert information varies based on event type, however all pertinent information is provided
- Example *Tornado Warning* includes:
  - Alert Type (Warning)
  - Event Type (Tornado Warning)
  - Event Start and Expiration Time
  - Effected Areas
  - Link to Live Local Doppler Radar
  - Severe Weather Outlook
  - Local Storm Reports
  - Alert Description
  - and more …

Daily Weather Forecast Alerts

Daily Weather Forecast Alerts

- Daily forecast disseminated at customized time
- 24 hour daily forecasts (today/tonight) of day issued. Base forecast includes :
  - Sky cover
  - Daily high, low, and dew point temperatures
  - Precipitation type
  - Percent of precipitation
  - Wind speed and direction
- Text and email forecasts are directly viewed. I.E., clicking link not required to view forecast
- Email forecasts are sent in TEXT format or in HTML

Daily Weather Forecast Text Alert

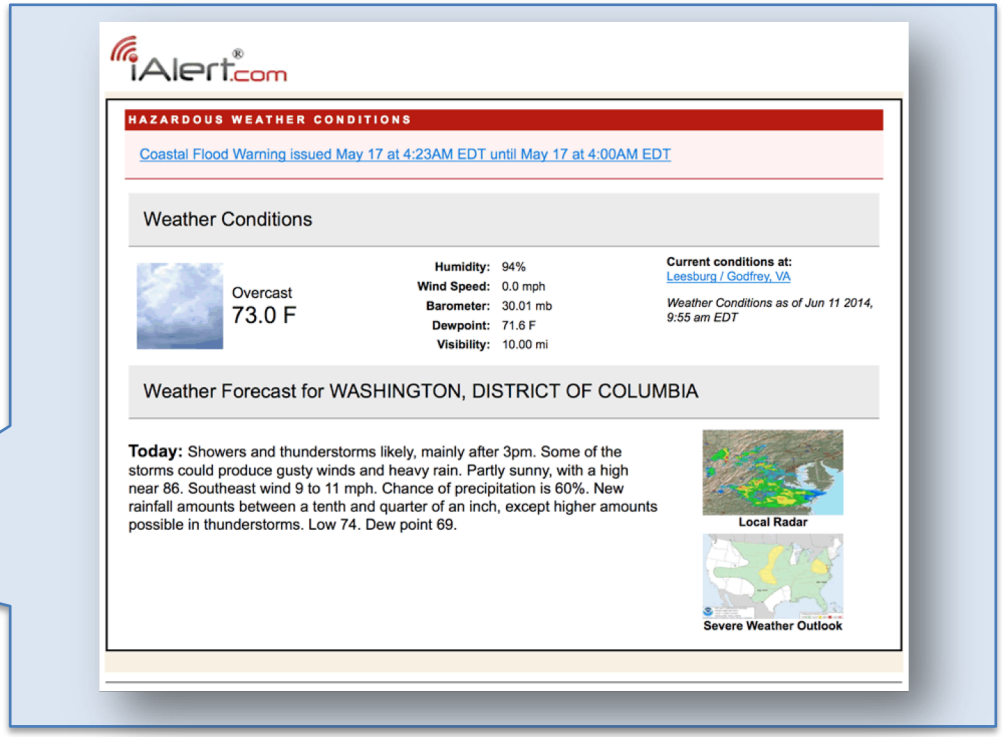


Works With Any Text Enabled Phone

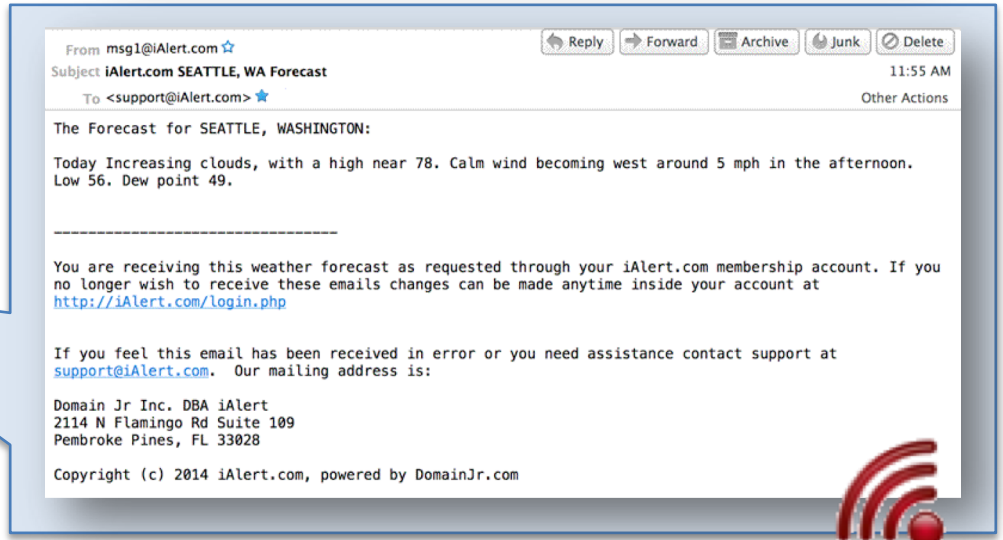
The Daily Weather Forecast Email Alert Example

Daily Weather Forecast email alerts have a selectable HTML or TEXT format

HTML format provides the most information including: active alerts, current weather conditions, local radar, severe weather outlook, and of course the daily forecast



TEXT format is just that, the daily forecast in text form to support emergency services alphanumeric pagers and other similar needs



Impact Weather Observation Alert Monitoring

Impact Weather Observation Alert Monitoring

- iAlert monitors over 2,000 U.S. surface observing systems across the United States
- Service allows users to select specific locations for monitoring and alert notification, by email and text message

Alert Type	Alert Range	Alert Value
Temperature	Equal to (=) Less than (<) Less than equal to (<=) Greater than (>) Greater than equal to (>=)	-25 F to 110 F
Dew Point		-25 F to 99 F
Wind Speed		10 MPH to 110 MPH
Wind Gust		10 MPH to 110 MPH
Visibility		0 Mi to 10 Mi

- **Examples:**
  1. Wind speed greater (>) 25 MPH to protect a job site
  2. Temperature drops below freezing, (<) 32 F to protect plants

Real-Time Weather Text Alert

Works With Any Text Enabled Phone

Storm Report Alert Monitoring

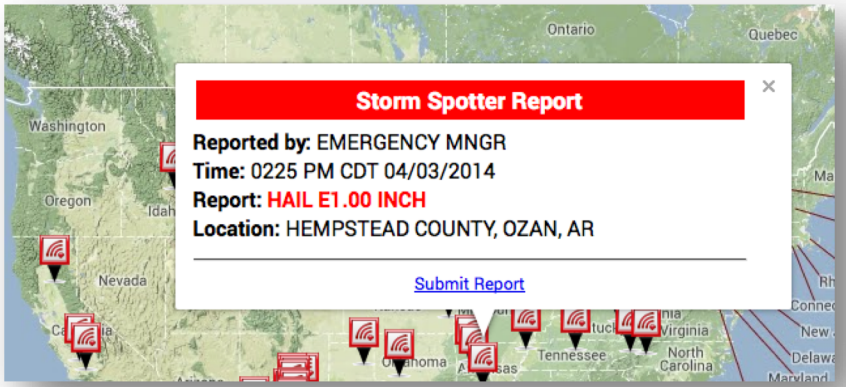
Storm Report Alert Monitoring

- During severe weather events emergency managers, police, fire, and trained weather spotters submit storm reports across the U.S.
- Reports include:
  - Severe weather event type
  - Event time
  - Location (many with latitude and longitude)
- Service allows users to select among 58 storm reporting event types for city, county, state, or national based alert notification
- Report times vary from instant to day(s) lag depending on EM/NWS local protocols and site survey timeliness

Storm Reporting Event Types

Event Type	Location
• Hail • Wind damage • Tornado • Funnel Cloud • Flood • Freezing Rain • Dust Storm • High Surf • Rip Currents • More …	• Entire United States • By State • By County • By City/State

Local Storm Report Map

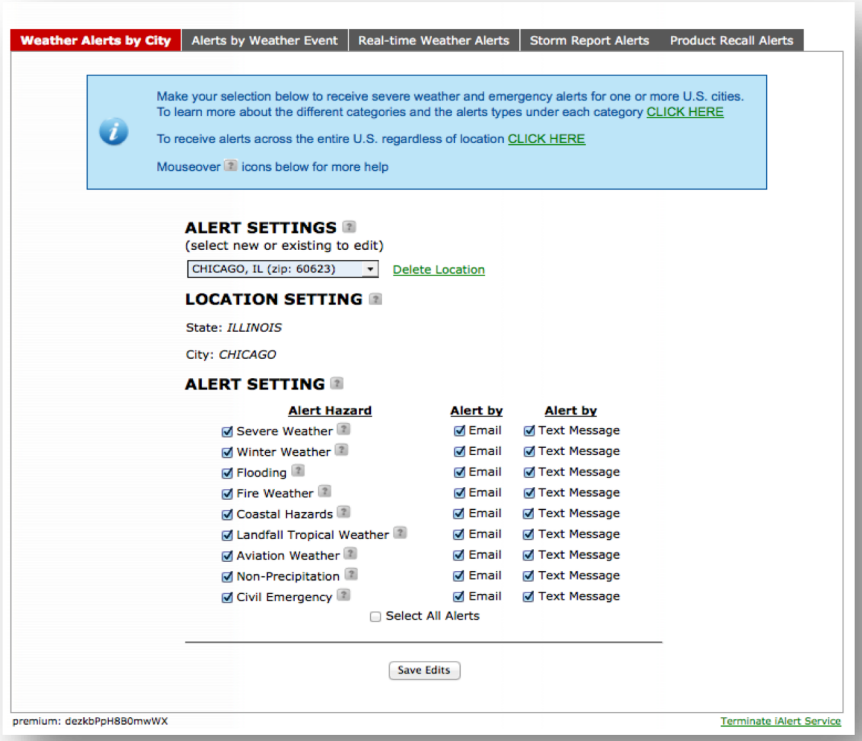


http://ialert.com/reports.php

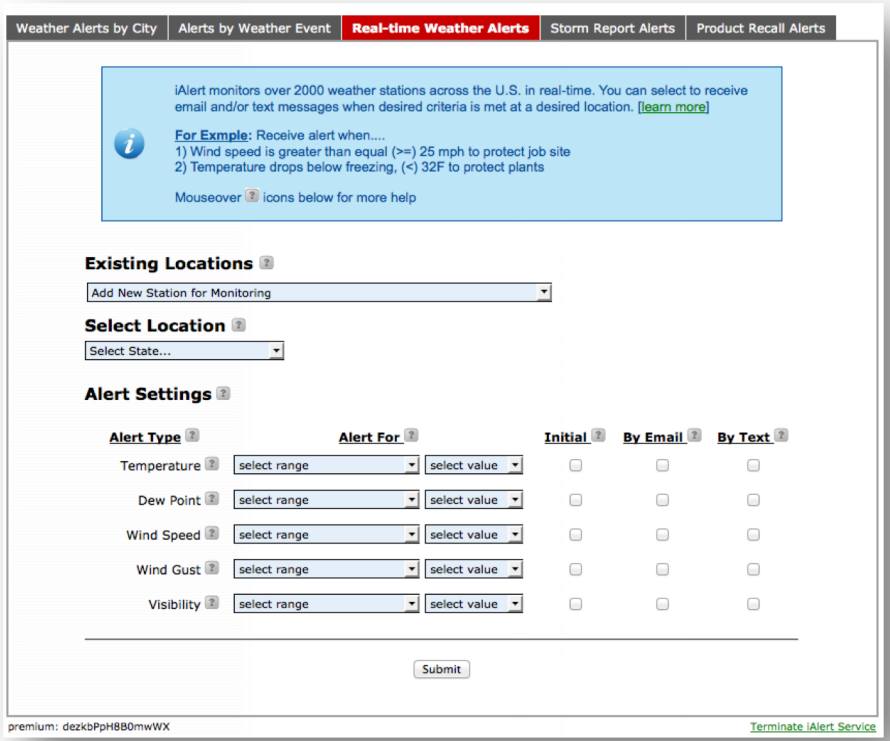
Online Managed Alert Configuration

Each iAlert account holder has online access to manage account and alert configuration at http://iAlert.com/login.php

Weather Alerts by City User Configuration



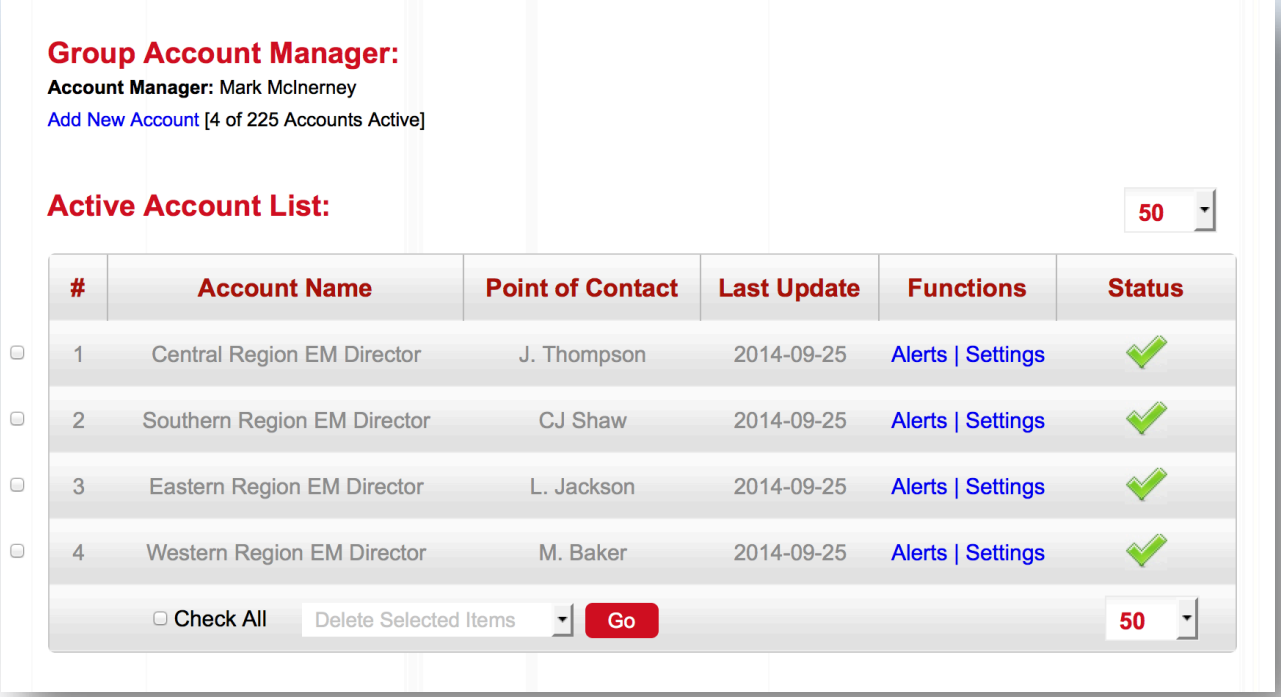
Impact Based Weather Observation Alert Notification Configuration



For more reference the iAlert Configuration Guide: http://iAlert.com/docs/iAlert.com-Service-Configuration-Guide.pdf

Group Account Manager Dashboard

- Group Account Manager (GAM): Dashboard for central management of alert dissemination, hazard type, and contact information for multiple accounts. EG., Centralized management of alerts for corporate personnel or fleet
- The GAM for unlimited number of accounts from the dashboard:
  - Account is defined by: 1 primary email, 1 alternate email, and 1 text enabled mobile device for alert notification



GAM dashboard integrates into an account that also functions to receive alert notifications

Quick view list of active accounts by name, point-of-contact, and last configuration update

Status of individual accounts with call-to-action notification

Functions to manage alert type notifications and more…

Support Services

- **By Email:**
  support@iAlert.com
- **Online:**
  http://iAlert.com/support.php
- **Hotline:**
  888.316.8366
- **Fax:**
  888.220.5653
- **Frequently Asked Questions:**
  http://ialert.com/faq.php
- **Information and Functional Documentation:**
  http://iAlert.com/blog
- **Mailing Address:**
  iAlert Services LLC
  11140 Rockville Pike, Suite 100-114
  Rockville, MD 20852

Weather and Emergency Alert Notification Services

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