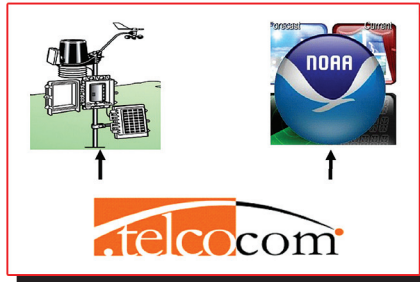


Weather Plus



People will always be interested in the weather, and Weather Plus promotes quick access to current weather conditions from their wireline or wireless phones.

Provide a Valuable Service AND Promote Your Brand

1. Caller dials weather # such as xxx-temp.
2. Service plays promotional message (if utilized).
3. Service voices current condition.
4. Service plays promotional message (if configured).

Flexibility for Multiple Exchanges

The Weather Plus Service will support multiple weather station locations.

Announcement Insert Capability

Up to 10 announcements can be rotated before and/or after the weather announcement. Announcements can be easily recorded with a dial-in administrative number.



Maximum Weather Stations Supported per APMAX System

Vantage Pro Stations	NOAA/CWOP XML Feeds
0	16
4	12

Call In Weather Line Service

- Callers hear time, temp, winds, and humidity
- Add promotional/business announcements
- With MG-TV from Innovative Systems, see weather conditions, forecasts, and radar

Three Weather Info Options

Davis Weather Pro 2 Plus

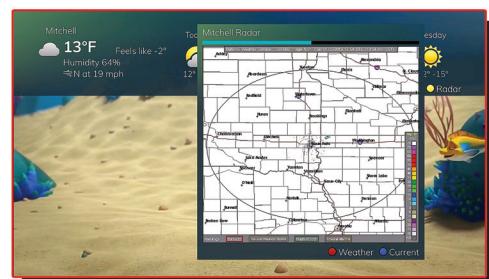
This sensor suite is set up on location. Purchase this equipment separately from a Davis Weather distributor.

Data from NOAA XML Feeds

Weather Plus retrieves conditions for the configured NOAA weather station and stores the results. This option eliminates the need to purchase weather monitoring equipment.

CWOP Station Support

Over 7000 stations are reporting over 75,000 updates per day.



Integrates with MG-TV

Weather Plus allows various local weather display options on a subscriber's TV, including animated radar, 5-day forecast, and current conditions. One provider has reported getting over 70,000 IPTV interactions with Weather Plus in a single month!

