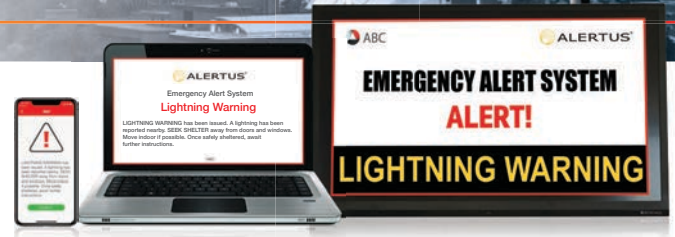


AccuWeather SkyGuard Proactive Lightning Advisories Integration

AccuWeather SkyGuard's Proactive Lightning Advisories initiate and deliver instant alerts via the Alertus System.



A proactive response to lightning is crucial to mitigating death or significant injuries like electrical burns and neurological damage. **AccuWeather SkyGuard Proactive Lightning Advisories**, integrated with the Alertus System, allow organizations to predict when lightning will strike within eight miles of a given location providing safety managers up to 20 minutes of lead time, which is critical to keeping people safe.

When storms are moving quickly or emerge overhead, time is of the essence. Simply knowing about a lightning strike that already happened doesn't allow for your organization to prepare and react accordingly. SkyGuard Proactive Lightning Advisories let you know when to prepare, before it happens. With this integration, predictive and reactive hazardous scenarios are addressed by meteorologist-issued notifications that automatically initiate alerts via the Alertus System to target desired groups and alerting modalities such as desktop and laptop computers, indoor and outdoor audio solutions, and mobile apps.

Features

To ensure protection against severe lightning emergencies, you will receive:

- **Pinpoint alerts for specific locations**, unlike general public warnings that cover large areas.
- **Proactive and consistent messages** for all business verticals, ensuring a common operating picture to provide uniform continuity and weather intelligence.
- **Location monitoring and on-demand consultation** with an experienced AccuWeather meteorologist.
- **Additional safeguards with acknowledgments functionality**, ensuring you have received and understand the warning issued.

- **Intuitive and Hassle-Free:** Because Proactive Lightning Advisories are communicated through your Alertus System, SkyGuard is easy for your emergency response team to use and for your IT staff to support.
- **Customizable:** Combine your customized and site-specific information on branch locations, routes, emergency contacts, and more into the SkyGuard system.

Warnings

- **Comprehensive:** Site-specific, customized, accurate warnings to help you protect your employees, students, faculty, visitors, and other stakeholders.
- **Actionable and Consistent:** Alerts are tailored to your organization's emergency response procedures.
- **Easily Understandable:** SkyGuard quickly shows you precisely what is happening in your area with maps that highlight your exact location.

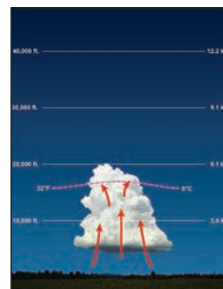


Figure 1: Diagram of a thunderstorm developing with a freezing line noted. SkyGuard Lightning Advisories are issued before strikes occur.

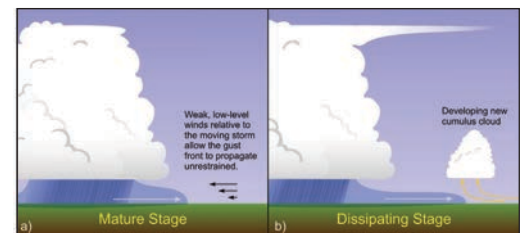


Figure 2: Lightning can develop when storms form ahead of existing storms. As with the diagram above, SkyGuard Lightning Advisories protect you in this scenario.



Figure 3: Lightning can strike well away from rainfall in certain situations. AccuWeather meteorologists can use radar, satellite, and other tools to provide proactive notice ahead of dangerous conditions like this.