WEATHERHOOD

MEDIA KIT

Better Data. Better Decisions.

WEATHERHOOD IS METRO VANCOUVER'S ONLY
HYPERLOCAL WEATHER NETWORK

Weatherhood is a new, groundbreaking climate- and weather-forecasting platform, painstakingly designed for the exclusive purpose of delivering the most accurate, "hyperlocal" weather information in Metro Vancouver's history.

But Weatherhood is about more than providing forecasts. Our aim is to improve the lives and communities of our users by connecting people, businesses, and organizations to their environment in meaningful ways.

Through our state-of-the-art network, we commit to going beyond forecasting, fostering a deeper understanding of how climate and weather impact our daily lives, the success of local businesses, and individual safety and well-being.

Weatherhood differs from other weather networks because we focus on "ground truth," using information gathered from the most modern professional-grade weather sensors available. Combined with learning models and solutions from Meteoblue—a world-leading meteorological service based in Switzerland—we combine the best of traditional macro weather

solutions with real-time measurements from the ground, providing unprecedented accuracy in both current and future weather conditions.

Weatherhood is a Glacier Media company based in Vancouver, British Columbia, Canada.

The most current and precise climate and weather information available.

WHAT IS WEATHERHOOD

THE WEATHERHOOD NETWORK
A CONSUMER-FACING WEATHER SERVICE

The Weatherhood network currently features three times as many weather stations across Metro Vancouver as any other regional network. This means millions of residents and visitors now have access to the most accurate and neighbourhood-specific weather forecasts in the region's history. Additionally, we've joined forces with dozens of property partners to create additional strategically-located stations in the near future.

WEATHER-TRIGGERED ADVERTISING

Weatherhood is the region's first hyperlocal weather platform that allows advertisers to reach consumers with "weather-triggered advertising"—that is, ads that are automatically targeted to users based on current weather conditions in their area. For example, rain would prompt ads for umbrellas, while a heat wave would trigger ads for cold beverages and air-conditioning units.

Weather-triggered advertising utilizes real-time weather data to deliver targeted and personalized advertisements.

Research has shown that weather-triggered ads produce higher engagement and conversion rates, resulting in a better return on investment (ROI) for advertisers. This is because weather-triggered ads are relevant and contextual in real time, capturing consumers' attention in alignment with their immediate needs and interests. As well, advertisers gain the peace of mind that comes from knowing their ads are being shown to the right consumers, in the right place, at the right time.
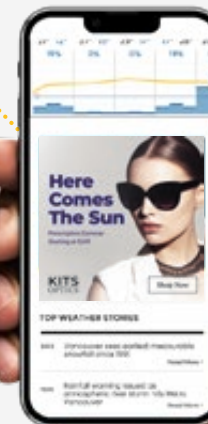
If it's really cold?
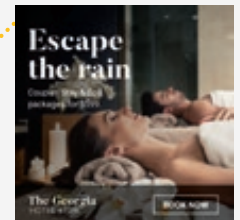We can serve your winter tire ad.
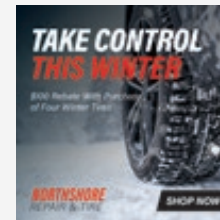
If it's hot and sunny?
We can serve your sunglasses ad.

If it's raining?
We can serve your staycation ad.

FOR
GOVERNMENT & BUSINESS

Smart City Weather Networks

A smart city climate and weather network uses advanced technologies to monitor and manage climate conditions. It collects real-time temperature, air quality, precipitation, and other data to provide accurate information, thus allowing users to make informed decisions based on local conditions. It also monitors environmental factors such as pollution and water quality, enabling proactive measures for public health. During disasters, it provides early warnings and emergency response strategies. Additionally, our network optimizes energy consumption based on weather patterns and demand trends, therefore reducing emissions and costs, and supports urban planning by identifying climate-related risks.

Custom Business Solutions

Weather heavily impacts workers across a wide variety of industries and geographies. Weatherhood is proud to partner with businesses and enterprises in order to provide custom solutions for safety, scheduling, environmental monitoring, emergency-management procedure, preservation of priceless works of art, facility management, building systems, and much more. We work with partners to develop unique custom offerings for organizations in real estate, tourism, entertainment, outdoor adventures, and insurance, among many others. We encourage you to contact us for more information at your earliest opportunity.

WEATHER STATIONS & DATA

Pessl Instruments' weather sensors are designed for environmental and agricultural monitoring. Weatherhood sensors utilize advanced sensor technology to measure various parameters such as temperature, humidity, wind speed, rainfall, solar radiation, leaf wetness, and soil moisture. The sensors collect data regularly and use wireless connectivity options for real-time transmission to a central hub or data logger. Pessl Instruments places a strong emphasis on sensor accuracy, ensuring precise measurements through rigorous calibration processes.

The sensors seamlessly integrate with Pessl Instruments' software platforms, which provides users with a comprehensive interface to visualize, analyze, and interpret weather data. Pessl Instruments offers application-specific adaptability, tailoring sensors to meet specific environmental monitoring needs Overall, Pessl Instruments weather sensors combine advanced technology, accuracy, and integration with software platforms to deliver reliable and customizable weather monitoring solutions.

The stations are powered by solar power and batteries while using cellular data technology to send data from stations. Weatherhood stations are affixed mostly atop low-rise rooftops using non-penetrative methods to collect more than a dozen unique variables related to environmental conditions.

Learn more about our weather sensors
METOS LoRain: **metos.at/en/lorain/**
IMT: **metos.at/en/imetos33**

FORECASTING
& API

Once our weather stations collect and communicate their readings to our data service, we then send the readings to Meteoblue, our forecasting service, which uses the data to achieve world-leading precision. Various state-of-the-art technologies are applied to combine the latest observational data and weather models to achieve the highest accuracy. Post-processing using measurements of more than 100,000 additional weather stations for calibration statistics and artificial intelligence algorithms.

Meteoblue employs a comprehensive process to create accurate weather forecasts. It begins by collecting extensive weather data from various sources, including weather stations, satellites, and models. The collected data then undergoes a rigorous quality-control process to ensure reliability. Meteoblue integrates the validated data into its proprietary models and algorithms, continually refining and optimizing them for improved accuracy.
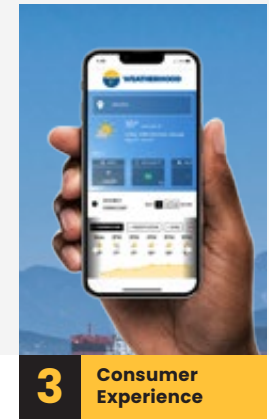
Ensemble forecasting is utilized, running multiple simulations with slightly different initial conditions to capture forecast uncertainties. Machine learning and artificial intelligence techniques analyze

1 Sensors Capture Data   **2** Data Processing   **3** Consumer Experience

historical patterns and enhance predictions. Post-processing techniques are applied to refine and enhance the forecast output.

Through this process, Meteoblue generates highly accurate forecasts by considering numerous atmospheric variables and leveraging advanced technologies. Meteoblue's strength lies in its data integration, quality control, optimization of models, ensemble techniques, and utilization of machine learning. The result is reliable weather forecasts that assist users in making informed decisions.

Learn more about Meteoblue: **meteoblue.com** and specifically about forecasting at: **content.meteoblue.com/en/research-education/educational-resources/time-dimensions/forecast**

WHERE IS
WEATHERHOOD

Weatherhood pulls its current conditions directly from each Metroblue station. This data is then visually organized in a manner that makes it easy for everyone to reap the benefits of the most accurate hyperlocal weather information and forecasts ever seen in North America.

Coverage Areas

At launch, Weatherhood has more than 50 weather stations strategically located across Metro Vancouver. This represents a 300% increase in the number of stations previously located in the region.

For a comprehensive list of locations, please visit weatherhood.com/the-network/
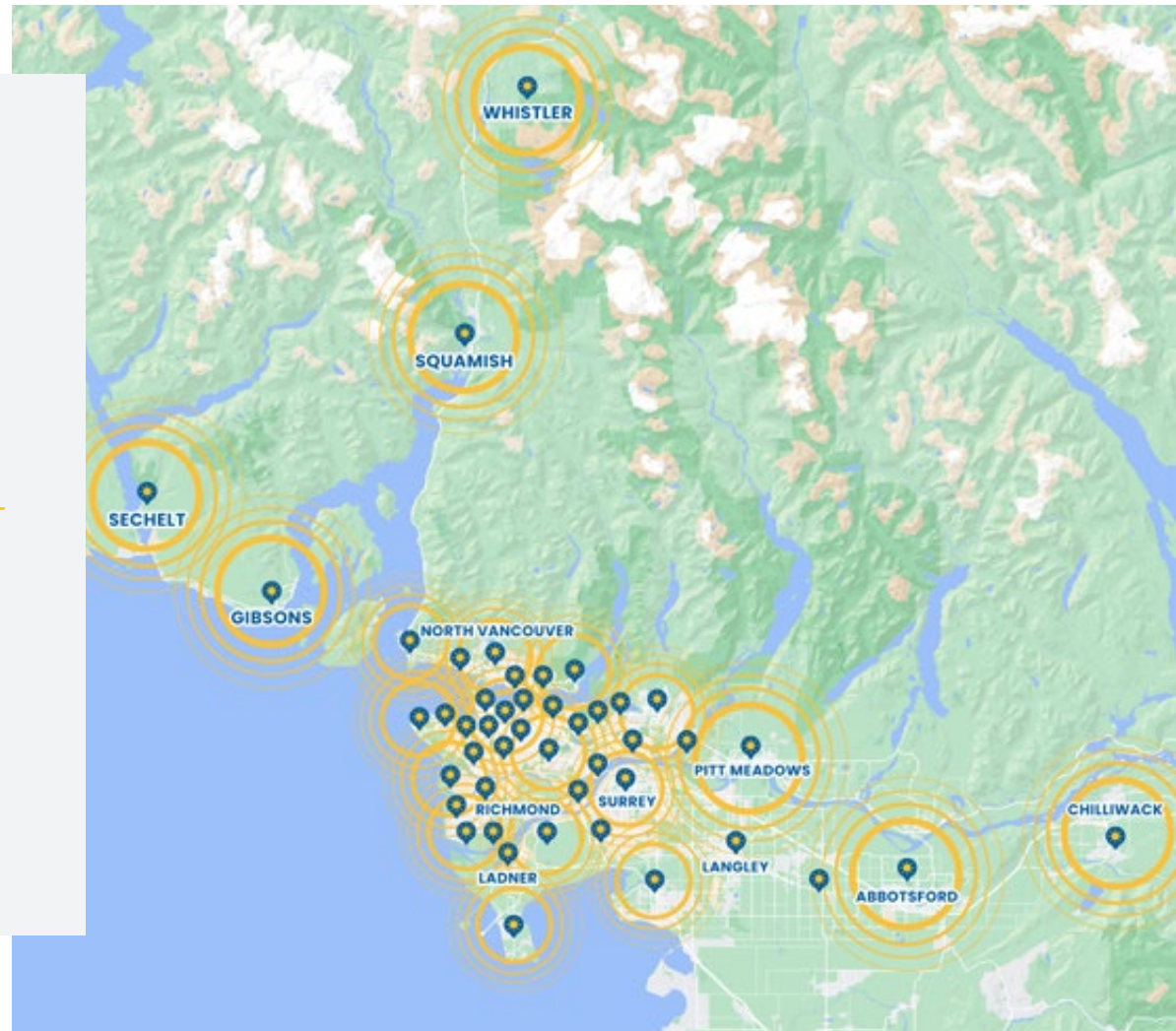
LEADERSHIP

Alvin Brouwer

PRESIDENT, COMMUNITY MEDIA, GLACIER MEDIA

Alvin Brouwer is President of Lower Mainland Publishing LP and Glacier Community Media Digital, overseeing community media assets throughout British Columbia's Lower Mainland region. His wide range of expertise plays a pivotal role in Weatherhood's executive team and its media initiatives.

Kemp Edmonds

DIRECTOR, WEATHERHOOD

Kemp Edmonds, the Founder and Managing Director of Weatherhood, is driven by a mission to establish Canada's most precise and hyperlocal weather network. With nearly two decades of expertise in marketing, technology, and digital strategy, he is committed to expanding the network's coverage across British Columbia.

Dr. Roland Stull

DIRECTOR, WEATHER FORECAST RESEARCH TEAM, UBC

Dr. Roland Stull is a Professor of Atmospheric Science at the University of British Columbia, a Certified Consulting Meteorologist, and an esteemed fellow of both the Canadian Meteorological & Oceanographic Society and the American Meteorological Society. His experience and expertise makes him a vital member of the Weatherhood team.

Guy Ash

GLOBAL TRAINING MANAGER, PESSL INSTRUMENTS GMBH

Guy Ash has worked as an agro meteorologist and earth-observations science specialist for 30 years. He is Vice President of Global Training and Key Accounts for Metos North America and Pessl Instruments, an IoT company that manufactures hardware and software solutions focused on agriculture.

Sumanth Venkatesh

WEATHER SENSOR LEAD, METOS CANADA

Sumanth Venkatesh is the Director of Operations and Partner Support at Metos Canada, with expertise in precision agriculture and sensor technologies. Passionate about weather-related technologies, he implements standards, troubleshoots issues, and streamlines processes to enhance efficiency and customer satisfaction.

CONTACT
US

CONTACT
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