



Precisely Geo-located & Nationwide
Snow Reports You Can Trust



SnowExpress

SnowExpress®

SnowExpress is the perfect solution for verifying snow accumulation over a 24 hour period. Using radar data, satellite data and networks of human observers, iMapWeather Forensics employs advanced algorithms and expert weather analysis techniques to create a reliable assessment of the accumulation of snow. SnowExpress can be used to verify snowfall at one or many precise locations in your service area, and as an assessment tool to verify the real extent of newly accumulated snow over a specific region, or the entire contiguous United States.

Breathtaking accuracy. Unlike other services, we analyze snowfall for the entire continental US using radar data, snow models, and snow observations. Other companies verify snowfall by simply finding the closest observation of snowfall from a NOAA website. In reality, this observation could be 10+ miles away, and the data is not quality controlled. Our eight years of providing SnowExpress services have taught us all of the dangers involved in using snow observations which may be highly erroneous. SnowExpress is so accurate, it includes data fields in the spreadsheet that indicate if freezing rain may have fallen in the area (indicating whether salt/sand is needed rather than plowing), what the minimum temperature was nearest to the asset (melting/re-freezing), and what the maximum wind gust was nearest to the asset to assess the possibility of snow drifting requiring the snow to be plowed again even if there has been no new snowfall.

Precise, Geo-located Addresses. Provide us with addresses for your properties or parking lots and we will geocode all of them to give you snowfall values the properties you manage. This is your custom report, not a generic report.

Daily Snowfall Spreadsheet for Your Properties. SnowExpress combines the best of snow modeling, snow detection, and human observations to help you verify the snowfall totals at the properties that you care about. Snow verification data is delivered daily in tabular format (.xls, .csv), and snow analyses can be mapped in shapefile format for GIS users or .kml/.kmz for display in Google Earth.

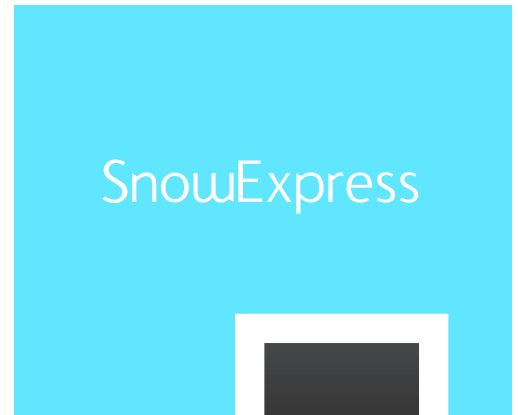
Monitor and Verify Snow Removal Locations. SnowExpress enables you to assess how much snowfall is typical during a given winter so you can more accurately bid snow removal contracts in the future, for your existing customers and/or new customers who are nationwide. As such, the SnowExpress service is well suited for property managers and snow removal contractors with the ultimate responsibility for monitoring and validating snow removal operations.

Features

- Available nationwide and delivered daily on a seasonal basis from November 1 through April 30. (Additional time periods are available.)
- Derived from snow model output as well as trusted human observations of snow, satellite imagery and radar estimates.
- Customization available to fit your exact needs.



SnowExpress				
ABC Daily Report				
Date	ID	New Snow Accumulation (inches)	Season Accumulation of Snow (inches)	Nearest Human Observed Snow Depth (inches)
2/25/2011	ABC123	11	91	11
2/25/2011	ABC124	10	75.5	8
2/25/2011	ABC125	10	65	10
2/25/2011	ABC126	10	80.5	8
2/25/2011	ABC127	9	65.5	9.6
2/25/2011	ABC128	9	71.5	9
2/25/2011	ABC129	9	71.5	9
2/25/2011	ABC130	9	71.5	9
2/25/2011	ABC131	9	67	9
2/25/2011	ABC132	9	73.5	9
2/25/2011	ABC133	9	75	9
2/25/2011	ABC134	9	68.5	9
2/25/2011	ABC135	9	65.5	9
2/26/2011	ABC136	9	25	9
2/25/2011	ABC137	8	64.5	9
2/25/2011	ABC138	6	51	6
2/25/2011	ABC139	6	60.5	6.5
2/25/2011	ABC140	6	68	10.5
2/25/2011	ABC141	6	80	6
2/25/2011	ABC142	6	81.5	6.5
2/25/2011	ABC143	6	79.5	6
2/25/2011	ABC144	6	78.5	6



Contacts

Dax Cochran
E: dcochran@wdtinc.com
T: 405.579.7675 x257



Weather Decision Technologies
Norman, OK | info@wdtinc.com | www.wdtinc.com
rev. 10.5.11