



Your App. Your Brand.
Your Weather.



iMapMobile

iMap®Mobile

Your App. Your Brand. Your Awesome Weather!

Your Premium Branded Applications for Mobile Multimedia

iMapMobile offers you the most advanced mobile weather technology, allowing you to combine your own branded video, blogs, and user-generated content, with WDT's premium weather content, right on your viewers' phones.

iMapMobile Benefits

WDT's powerful new iMapMobile weather platform for national and local media customers, empowers media partners to launch their own, hyper-local, custom branded iPhone and Android weather applications.

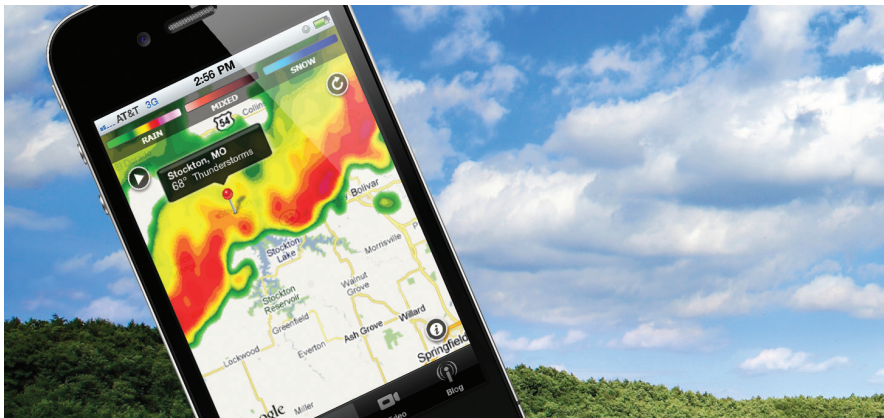
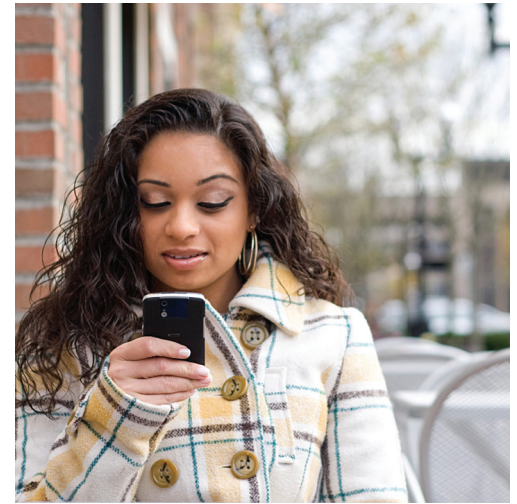
- Free to consumer app is monetized with sponsorships and advertising
- Premium app provides revenue sharing opportunity as well as sponsorship revenue

iMapMobile Features

- A current conditions screen – including a text version, and a customizable icon and background representing the current condition
- An hourly and 7 day forecast screen – displays hourly periods up to 24 hours, forecast temperatures, and anticipated probability of precipitation
- An interactive weather map – shows radar, satellite, and a premium watches and warnings feature
- A location search function – allows the mobile phone user to save up to five locations
- A News/RSS feature – allows the local media station to offer a list of articles available from one or multiple blog, video and/or news feeds with a teaser and a thumbnail image, blog or video file
- User Generated Content – this premium feature includes a photo gallery, or other URL based image sources which may be uploaded or shared via the application
- Severe Weather Alerting – iMapMobile users will receive watches and warnings for up to five of their saved locations, as issued by the National Weather Service

Hyper-Local Advertising and “Your Brand in Motion”

iMapMobile offers innovative mobile advertising solutions designed to help you boost your brand with house ads, or boost your revenues with hyper-local, geo-targeted advertisements, based on our comprehensive 3-Screen advertising engine.



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