



## UNIVERSITY OF OKLAHOMA

120 David L. Boren Blvd  
Norman, OK 73072  
Phone: (405) 325-1819  
Fax: (405) 325-1108  
www.weathersphere.org

Courtesy of WDT/Balcom Agency

March 30, 2009

### **iMapWeather.com the first weather site to incorporate social media in a Google Map display**

March 27, 2009 -- iMapWeather.com delivers the power of social media using the most advanced weather technology available anywhere -- just in time for tornado season.

The new weather website and widget uses Google Maps, user- friendly navigation tools, global weather detection and forecasting technology, and social media features such as photo- and video-sharing.

Additionally, live streaming video will soon be available on the site delivered by storm chasers who are experts in getting in the right place at the right time to document tornadoes, severe storms, hurricanes, winter and ice storms from TornadoVideos.net (some tornado footage is already posted on the site).

On iMapWeather.com, users are able to connect with the weather by posting and sharing photo, videos, events, and Twitter-like text bursts, all localized inside the iMap®.

iMapWeather is also a Flash widget with an embed code that can easily be copied and pasted into any website. As such, iMapWeather.com is serving as a hub for a larger network of iMaps hosted by individuals and organizations on their websites, from Sport Fishermen.com to KETK, an NBC station in Tyler, Texas.

"What makes iMapWeather revolutionary is the merging of geographic map technology, weather conditions and social media into one beautiful map display," said Brian Blankenship, Balcom's interactive creative director.

"This has never been done before."

The site is a joint venture between the Balcom Agency and Weather Decision Technologies, Inc. (WDT) of Norman, Oklahoma.

"It's weather by the people, for the people," said Stuart Balcom, president of the Balcom Agency. "iMapWeather is a completely new online phenomenon -- a whole new way of accessing and sharing vital weather information for millions of people."

Added Mike Eilts, president of WDT, "We are excited to partner with one of the United States' leading creative services agencies to provide extremely accurate, rapidly updating, high resolution global weather information directly to consumers as a terrific interactive weather map experience."

iMapWeather<sup>1</sup>'s design offers users the easiest, most enjoyable way to get weather conditions, view the highest resolution radar images available on the web, and see real-time lightning strikes. iMapWeather deploys a proprietary Flash widget/application integrated with the Google Maps API. It provides Doppler Radar, satellite imagery and the most sophisticated forecasting available anywhere.

Users share their content by posting it from a computer or sending it via e-mail or mobile device. Social media content is displayed based on an algorithm that includes newness, popularity (views) and ranking.

#### About iMapWeather

iMapWeather.com is the easiest and most attractive and user- friendly way to get weather forecasts and current conditions, view radar and satellite images, and contribute and enjoy user-generated content like videos and photos. It is the first website and widget (embeddable Flash application) to marry social networking with the weather.

iMapWeather is a joint venture between Balcom Agency, the leading creative services agency in Fort Worth, Texas, and Weather Decision Technologies, a global leader in providing state-of-the- science weather detection and forecasting systems and services based in Norman, Oklahoma.

Visit [iMapWeather.com](http://iMapWeather.com) to experience the weather in a whole new way.