

## **WeatherBug® Launches WeatherBug Achieve Online Application to Meet the Changing Needs of Today's K-12 Educators**

*WeatherBug releases results of survey showing that 92% of teachers demand educational publishers incorporate their feedback, yet only 19% have a direct relationship with these vendors*

**Gaithersburg, MD – April 5, 2004** –WeatherBug today unveiled a new Web-based application for the K-12 education market called WeatherBug Achieve that directly responds to the needs of today's educators. WeatherBug Achieve includes a suite of innovative teaching tools that utilize live weather data to build student math, science, technology and geography skills. It was first demonstrated last week at the National Science Teacher's Association Convention in Atlanta, GA.

According to a survey conducted by the company, 92% of K-12 educators feel it's either very important or important that vendors that produce in-classroom materials that incorporate specific teacher feedback for improving their products. In addition, 68% of teachers surveyed said that online educational publishers are the most responsive, followed by textbook publishers (40%), CD ROM publishers (16%) and video publishers (7%).

Most interestingly, perhaps, only 19% of the surveyed teachers said they have a direct relationship with publishers. Most either turn to other teachers (80%) or school IT professionals (53%) when they have questions or concerns about the products they use in the classroom.

"Educators' needs are changing every day as technology evolves, new state standards are established and ESOL (English for Speakers of Other Languages) student enrollments rise," said Bob Marshall, President and CEO of WeatherBug's parent company, AWS Convergence Technologies. "Our survey clearly shows that teachers today must have a direct dialogue with the vendors that create the tools they use to teach. We designed our product and processes to listen to educators and continually evolve our product to meet their needs. The new features we have built into WeatherBug Achieve epitomize this thinking."

WeatherBug Achieve is a completely new product that builds on the award-winning WeatherNet Classroom program that is already used in thousands of schools. WeatherBug and WeatherNet are properties of AWS Convergence Technologies. The new program is closely integrated with the free WeatherBug consumer desktop software application.

For example, WeatherBug Achieve includes an innovative feature called "Your Photos" that responds to educators' desire to share their experiences as members of an online community. It enables students and teachers to safely share photos, artwork, maps, and projects with other member schools in this program. In addition, these same graphics will be accessible to the 31 million registered users who use the WeatherBug consumer application.

Another innovation, the Activity Explorer, fulfills teachers' requests for a utility that will help them find lessons that meet their specific state standards. It allows K-12 teachers to find science, math and geography online lessons that meet their teaching objectives and state standards with topic and keyword specificity. All lessons

integrate live, local and national weather data from across WeatherBug's network of 7,000 school-based weather tracking systems to create "living" lessons.

WeatherBug Achieve incorporates a host of other new highly engaging features that help educators to select, customize and teach unique lessons. These include:

- "At-your-convenience" online training that respond to educators who can't get away for a full day of instruction
- An age-appropriate interface based on grade level.
- A rich resource of weather and weather-related photos that students and teachers can incorporate into projects/presentations or browse just for fun
- A FLASH-based Map Gallery that students can use to gather weather information/symbols and draw their own maps.
- English for Speakers of Other Languages (ESOL) lessons with an integrated glossary of over 400 words that enable ESOL and non-ESOL students develop English language skills

For details and pricing, educators can contact WeatherBug at 1-800-544-4429, ext. 2. Further information is available at [www.weatherbugachieve.com](http://www.weatherbugachieve.com).

### **About WeatherBug**

WeatherBug ([weatherbug.com](http://weatherbug.com)) ensures that individuals, schools, businesses and communities always get the most precise live weather conditions, the most relevant reports, and the earliest weather warnings to safeguard their property and their lives. WeatherBug owns the world's largest weather network, which has more than 7,000 live sensors and cameras that generate neighborhood level reports every second, not just every hour. This network powers various products and services, including: WeatherBug(r), the number one weather Internet application, which streams live neighborhood conditions to more than 31 million registered users; WeatherBug Media Services, which delivers live weather information to more than 80 million U.S. households through partnerships with more than 100 local television stations; WeatherBug Education, which provides engaging weather information and educational tools to schools and colleges, including an engaging online learning program for K-12 schools called WeatherBug Achieve; and WeatherBug Professional Services, which uses the company's unique weather network and software to provide high-value solutions for vertical industries such as energy, transportation, and first response. WeatherBug is a brand of AWS Convergence Technologies, Inc. ([aws.com](http://aws.com)).

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Press contacts:

Steve Rubel  
CooperKatz & Company for WeatherBug  
(212) 455-8085  
[srubel@cooperkatz.com](mailto:srubel@cooperkatz.com)

Lesley Weiner  
CooperKatz & Company for WeatherBug  
(212) 455-8079  
[lweiner@cooperkatz.com](mailto:lweiner@cooperkatz.com)