

Pinpoint Weather at KIRO

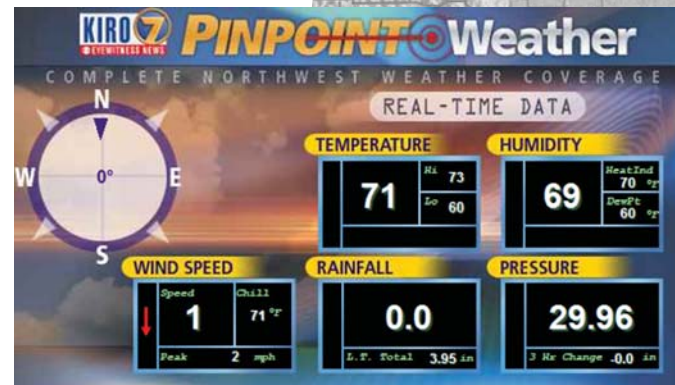
Pinpointing real-time, local weather information

KIRO a step ahead of the competition

KIRO-TV in Seattle, Washington strives to be one of the best-broadcast stations in the Northwest. Receiving the Northwest Regional Emmy Award for Outstanding Daily Newscast and three regional Edward R. Murrow Awards for excellence in electronic journalism is only one of the ways they stay ahead of their competition. Always exploring ways to improve their news coverage, KIRO recently expanded their automated, real-time weather network, which enhances local coverage throughout their DMA during the weather broadcast.

Live, local information from throughout the viewing area

KIRO-TV chose Praxis Software and WeatherActive™ to provide a solution for their real-time, local weather needs. Using WeatherActive, 30 weather stations link up to form an innovative weather network that displays live information from each county and beyond – on-air and on the Web. The station has positioned weather sites from along the coast inland across the state. Business owner, John File from Seattle, is looking forward to the expansion of the KIRO local weather network program, "Washington is a diverse state with mountains in some sections and water almost surrounding other areas. The weather conditions in my neighborhood can be very different compared with my sister who lives near Mount Rainier. It will be great to see the weather from both our areas, as well as other counties throughout the state."



On-air, on the Web and during each game

One of the first weather sites installed when the program began was SAFECO field, home of the Seattle Mariners. Using the Praxis WeatherActive™ Software, KIRO presents real-time conditions from SAFECO during the regular season and the playoffs. Praxis even developed a custom client, based on the station's needs, to display the information along with camera images from the stadium.

KIRO also implements additional web features so viewers can access the real-time data on the station's Web site. Check out <http://www.kirotv.com/pinpointweather/index.html> and then click on "Metro" to zoom in to view conditions around the city. With WeatherActive, KIRO can now provide live weather coverage from all the areas that are important to their viewers. Come see how we can help your station.

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