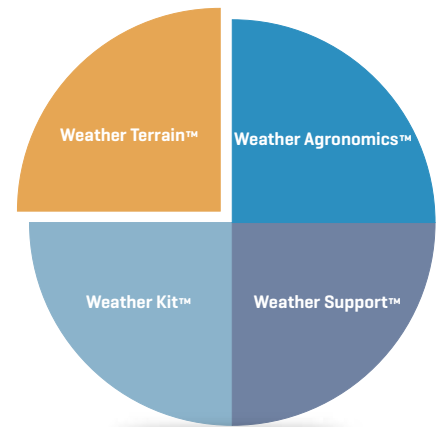


Weather Terrain™

A Product of the Weather aWhere Solution

The Weather aWhere Solution



Not Just Weather, Weather for Agriculture

Weather is the single greatest factor influencing a farmer's productivity in any given season. Weather variability has become more volatile in recent years, and with this increasing weather impact, the agricultural user needs accurate, localized data to quickly identify, manage, and respond to new in-season opportunities and challenges.

Every day, aWhere applies its extensive meteorological experience to create the world's most comprehensive weather data resource optimized specifically for agriculture. Typical weather providers reconcile their data to serve multiple uses such as road conditions, tourism, retail sales, or urban planning. These providers often deliver "local" weather data that are simply tied to a) a single weather station located at the nearest airport, b) a station in an urban location, or c) a personal weather station installed by an enthusiast. The urban focus and subsequent agricultural interpretation of these data are questionable, and are not optimized for agricultural customers.

Weather Terrain™ is localized, accurate meteorological data that supports field-level decisions. These same high resolution weather data are used as the foundation for aWhere's agronomic modeling service - Weather Agronomics™ - providing real-time, decision support for your users.

The aWhere Difference

Weather Data for Field Level Insight

aWhere's Weather Terrain™ data is the world's leading source for daily, high resolution, meteorological attributes built for agriculture. To meet the needs and expectations of demanding agriculture clients worldwide, our data is continuously tested for accuracy and consistency across 22 global agricultural zones. The unique design of aWhere's weather data modeling architecture and proprietary processing concepts result in the consistent accuracy required for agricultural modeling and day-to-day decisions by farmers.

- > Accurate meteorological attributes tuned to agricultural parameters
- > Tested and optimized for consistency around the globe
- > Spatial and temporal interpolations to accommodate localized elevation and climatic influences for every field

Our testing and accuracy assurance processes mean that Weather Terrain delivers field-level agronomic insight resulting in less than 0.6 degree Celsius variance in temperature, less than 5% variance in accumulated Growing Degree Units, and less than 18 % variance in accumulated rainfall for any field, including the US Corn Belt, for example. Higher accuracy, better insight, better decisions – all start with aWhere's Weather Terrain meteorological data set driving the most valuable agronomic models on each field.

Advanced Data Science for Weather Agile Agriculture™

We create billions of data points daily using advanced methodologies, science, and technologies designed exclusively to deliver the best weather data for field-level decisions and agronomic modeling. Every design and processing decision is optimized for better ag weather.



Integration

Our data center continuously imports and processes multiple sources of raw meteorological data – never relying on just one data source for any location. Best of breed data sourcing and integration logic is determined for each agricultural geography around the globe.



Localization

Advanced spatial downscaling science and curvilinear functions adjust the results for each exact location accommodating for local elevation and climatological impacts across variable agricultural areas.



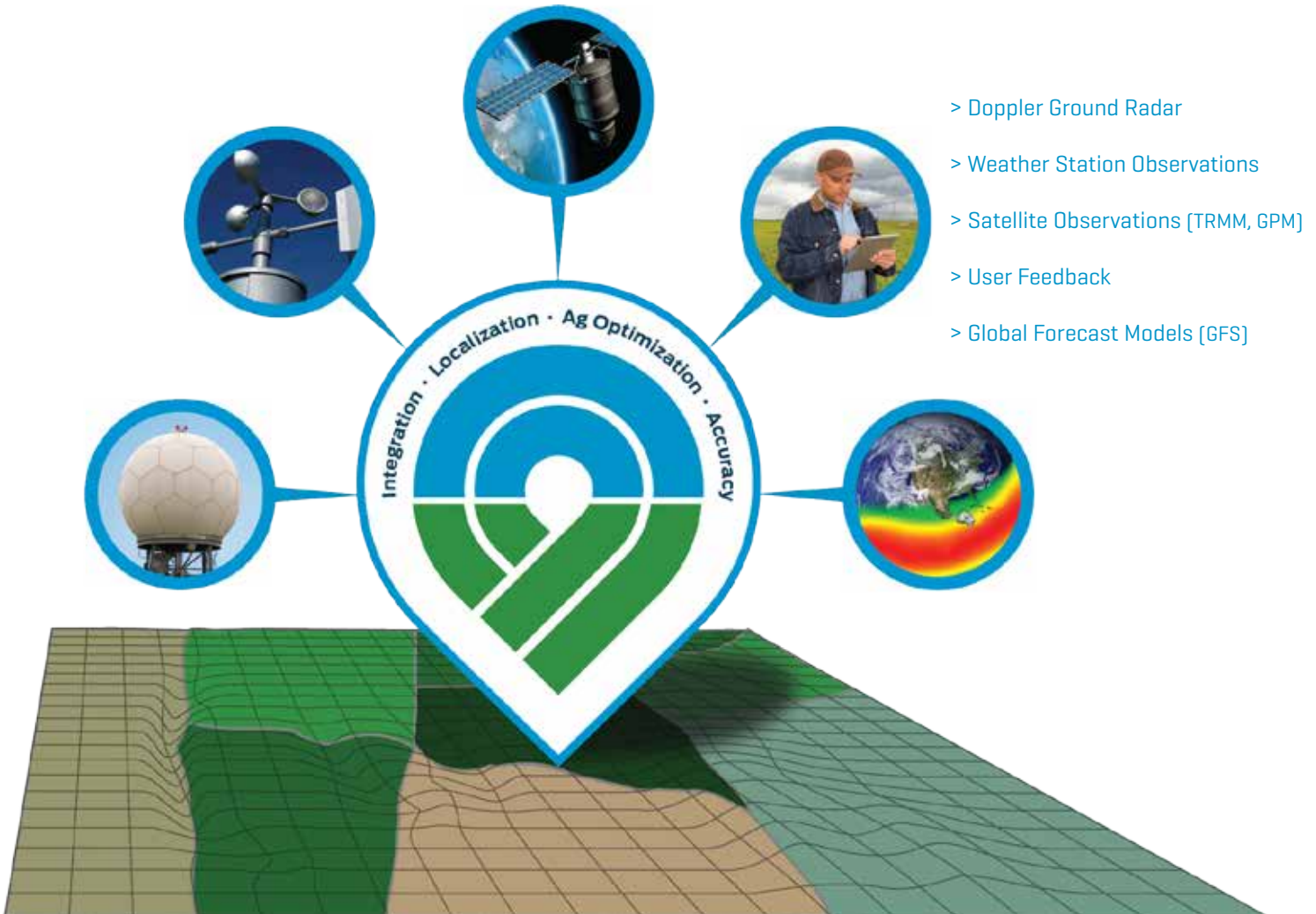
Accuracy

Extensive quality checks and pre-processing are applied to all incoming data sources; each having varying resolutions and formats. Continuous in-process quality checking on every resulting meteorological attribute ensures the highest possible accuracy, timeliness, and consistency.



Ag Optimization

Each meteorological attribute is tuned for specific agricultural requirements such as time of day reporting, crop-season variations, and agriculture decision thresholds. We categorize the world into 22 agri-climate zones and tune parameters to account for the different weather patterns and systems characterizing each zone.



Your Solution for High Resolution Weather Data

Weather Terrain provides meteorological attributes for any agricultural area in the world. You can rely on aWhere as your single source for all your weather data needs [globally!] – from recent observed data, to today’s data, daily forecast data, and monthly and seasonal trends based on long-term historical data and trends.

DAILY OBSERVED

Daily Historical

Our observed meteorological attributes are calculated and quality processed on a daily basis and kept current to yesterday. These attributes provide the accurate data you need for agricultural analysis and decision support.

- Temperature – minimum, maximum
- Precipitation
- Relative Humidity – minimum, maximum
- Solar Energy
- Wind speed

DAILY HISTORICAL

Seasonal and Long Term Norms

aWhere’s climatological normals provide well-informed historical insights into the weeks or season ahead. Historical observed daily data is available back 10 years with many geographies having a longer historical record to provide ranges and insight towards projected long term forecasts.

- Temperature min/max
- Precipitation
- Humidity min/max
- Solar radiation

FORECAST

Intermediate [hourly and daily to 8-days]

Forecasts are available in any time block size from hourly to daily and include the forecasted meteorological attributes as well as summarized conditions codes and text for easy visualization.

Meteorological Attributes

- Temperature min/max
- Precipitation
- Humidity min/max
- Solar radiation
- Wind speed

Weather Conditions:

- % probability of precipitation
- % cloudiness
- Temperature

Become a Weather-Agile Company

Weather Terrain™ is the robust data foundation of Weather aWhere™, our complete agricultural intelligence solution, providing best of class weather and agronomic data for better farming decisions every day, anywhere in the world. Other products within the Weather aWhere solution include:

Weather Terrain™ - The complete daily high resolution meteorological data for agriculture

Weather Agronomics™ - Information services using advanced agronomic models

Weather Kit™ - Connect and deploy the data services into your solution

Weather Support™ - Ready-to-use application for your customer support center

Offices

Denver, CO USA | Durham, NC USA
Temple, TX USA | Nairobi, Kenya
Kuala Lumpur, Malaysia



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