Problem

Each year, US auto accidents caused by bad weather result in:

- 550M vehicle-hour delays
- $3.5B in fleet-operator losses
- 7K fatalities
- 670K injuries
Solution: WeatherCloud

WeatherCloud uses vehicles as weather sensors to:

- **Collect** GPS and time-stamped environmental, surface and systems data
- **Produce** a precise, accurate surface-weather model that fully leverages NCAR’s VDT technology
- **Deliver** real-time, mile-by-mile weather and pavement condition information to drivers
How WeatherCloud Works

- **Weather and road condition data** is collected from vehicle-mounted sensors (license plate frame and windshield sticker)
- **Vehicle systems information** is collected through the OBD port
- This sensor data is **streamed to the cloud** and combined with NCAR surface meteorology models.
- The WeatherCloud algorithm **generates warnings**
- Weather condition data and warnings are delivered to drivers through **smartphones and telematics**
The Pieces and Parts

Delivery to Drivers

Sensor Array
Pilot: WeatherCloud Colorado

- **Deployment:** 2013-2014 winter driving season
- **Install base:** 1K vehicles
- **Purpose:** Test and optimize the durability, reliability, and precision of the sensor array under real-world conditions; iterate and optimize the WeatherCloud algorithms
- **National Deployment:** Summer, 2014

*Even in its nascent form, WeatherCloud Colorado will offer weather and road condition forecasts more comprehensive and more precise than anything currently on the market.*

*While the WeatherCloud Colorado pilot program is underway, work to scale to a national roll-out will occur in parallel.*
Every day is a WeatherCloud day.

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