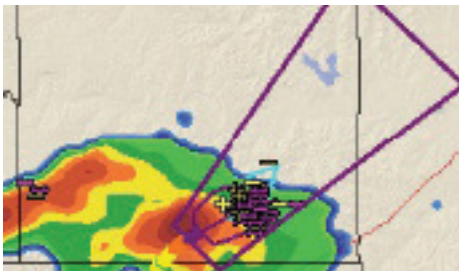# EARTH NETWORKS PROVIDES FULTON COUNTY, GA WITH A FLOOD OF REAL-TIME DATA FOR SEVERE WEATHER ALERTS

Fulton County is in the north central portion of the US state of Georgia. Spanning 534 square miles, It is Georgia's most populous county, which includes the city of Atlanta, and is home to more than one million people.
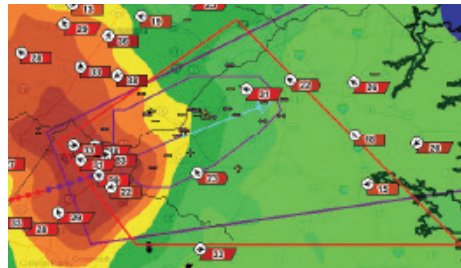
STAY AHEAD OF THE STORM

Fast-moving storms moved through the Atlanta metropolitan area in 2008, generating hundreds of lightning strikes and causing fires. A deadly tornado outbreak swept across the southeastern US, causing extensive damage and injuries and forcing evacuations in downtown Atlanta. Severe weather is a common occurrence in Georgia, which makes prioritizing safety a challenge. Earth Networks has been helping Fulton County stay ahead of dangerous storms since 2008.

REAL-TIME DATA MITIGATES DANGER

Atlanta-Fulton County Emergency Management Agency (AFCEMA) worked with Earth Networks to install 53 of the company's automated weather stations, generating a flood of real-time data on wind velocity, barometric pressure, heat index, lightning strikes and other parameters. Servers based on multi-core processors use sophisticated modeling software to turn the raw data into weather alerts for schools, first responders and other subscribers. Fast alerting adds up to shorter response times that can be critically important when lives are at stake. The National Oceanic and Atmospheric Administration (NOAA) estimates that at least one-third of the US gross domestic product is weather and climate sensitive, with a potential impact of $4 trillion per year (source: NOAA Climate Services, 2012). As AFCEMA's Kallmyer says, "All disasters are local, which underscores the importance of having near real-time access to accurate localized alerts."

WHY IT MATTERS

Working in partnership with Earth Networks, AFCEMA relies on pervasive sensing and high-performance modeling in preparing for disasters. In an urban metroplex like Atlanta, the ability to calculate the touch-down point of a tornado before it occurs, or track fast-moving lightning storms, has enormous life-saving potential. Using sophisticated modeling applications and the power of multi-core processors, Earth Networks is harnessing a flood of real-time data to keep Fulton County a vital step ahead of severe weather.

REAL-TIME DATA ENHANCES SAFETY

OVERVIEW
Officials in Georgia's Fulton County are always on the lookout for severe weather events like tornadoes and lightning storms. Hyperlocal weather sensors and technologically advanced alerts provide advance warning for the city's emergency managers.

CHALLENGES
Weather varies dramatically across different parts of Fulton County, and very precise advance warning is critical when attempting to mitigate weather risk for such a densely populated county.

SOLUTION
AFCEMA worked with Earth Networks to implement 53 of our automated weather stations throughout the county to enhance local real-time weather intelligence capture.

RESULTS
Atlanta's emergency managers are more prepared when severe weather threatens, thanks to Earth Networks weather network and alerts.

All disasters are local, which underscores the importance of having near real-time access to accurate localized alerts.

Matthew Kallmyer, Director of the Atlanta-Fulton County Emergency Management Agency (AFCEMA)