

For Immediate Release

AgWeb Launches New Pinpoint Weather Forecast

See weather conditions and recent rainfall down to the field level with the new tool from AgWeb

Philadelphia, PA (August 15, 2011) AgWeb users can now view current weather conditions, forecasts and rainfall down to the field level with AgWeb's new and interactive Pinpoint Weather Forecast tool.

Among the most exciting features of the tool is the ability to track storm movements and speed. By rolling over the storm icon on the map, users can see where the cell is heading and the projected time of arrival at their location.

The zoom feature allows users to project when storms will reach a particular field or intersection. It also shows potential for rains, winds, hail and other severe storm systems.



Track rainfall by fields and roads using the zoom feature.

“The new AgWeb Pinpoint Weather tool allows users to see weather conditions and recent weather activity on a field-by-field basis,” says Greg Vincent, AgWeb Editor. “It will also help them manage their farms by seeing specific weather forecasts for wind speed, temperature and rainfall down to ZIP code level.”

For example, you can see wind forecasts for a specific area and can decide if it is best to move equipment to other areas where winds are forecast to be less in the next 48 hours. This can be invaluable for planning pesticide applications and help better manage equipment fleets.

“This can be a valuable management tool for today’s farmers, who are farming more acreage over a wider area. Farmers today manage operations covering multiple townships and counties, and this tool can help them better plan their field operations,” Vincent says.

Features of AgWeb’s new Pinpoint Weather Forecast tool include:

- Viewing specific fields and roads to see which fields are getting rain and how much precipitation those fields have received in the past 72 hours.
- Selecting the weather map to show cloud cover or radar imagery.
- A 48-hour forecast, allowing users to see local forecasts by selecting the desired ZIP code. This forecast can also show local temperatures, relative humidity, wind speeds, “feels like” temperatures and dew point.
- An extended forecast allowing users to see the forecast for the next seven days.

The new weather tool can be found at http://www.agweb.com/weather/pinpoint_weather.aspx

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