



IMPROVE SCHEDULING RAIN ONLINE CONSULTING PATENTED TOOLS MOBILE INFORMATION APPLICATION RATES CUSTOM ALERTS EVAPOTRANSPIRATION PROTECT PEOPLE LOCATION BASED ICE REAL-TIME LIGHTNING WIND SPEED MAXIMIZE RESOURCES HEAT INDEX WARNINGS MAP LAYERING LOCAL WEATHER HUMIDITY SPRAY EVENT PLANNING

# MXVISION WEATHERSENTRY ONLINE®

CASE STUDY

## NORTHWESTERN UNIVERSITY

EVANSTON, ILLINOIS

Located north of Chicago, Northwestern University is a private institution founded in 1851 to serve the Northwest Territory, an area that now includes the states of Ohio, Indiana, Illinois, Michigan, Wisconsin, and part of Minnesota. Northwestern is recognized both nationally and internationally for the quality of its educational programs at all levels.

A charter member of the Big Ten Conference and its only private institution, Northwestern sponsors 19 intercollegiate athletic teams and numerous club sports. An NCAA Division I school, its athletic training department is responsible for the health and safety of Northwestern's student-athletes.

### THE CHALLENGE

Outdoor sports create challenges for the university's trainers. The biggest threat they face is lightning — requiring practices to be re-scheduled or moved indoors when strikes threaten the area.

Extreme heat and humidity are additional conditions that must be closely monitored. They may require practices to be modified — allowing the athletes more breaks — or for practices to be reschedule for later in the day when dangerous conditions have subsided.

Spring sports, such as baseball and softball, can be impacted by cold temperatures. If cold weather doesn't require practice to be cancelled or moved

indoors, they must enforce school policy, ensuring proper clothing is worn.

"Knowing what conditions the weather will bring can change our approach to preventative measures, by making us more aware," said Tory R. Lindley, the university's assistant athletic director and director of athletic training services.

### THE DTN/METEORLOGIX SOLUTION

Northwestern University's athletic department selected MxVision WeatherSentry Online® *Turf Edition for Sports and Recreation* from industry leader DTN/Meteorlogix. In particular, they opted for the solution's professional package — which includes the online service, MxVision WeatherSentry Mobile™, MxVision Weather Information Notification System® (WINS), Lightning Manager®, and Alert Manager™.

MxVision WeatherSentry Online *Turf Edition for Sports and Recreation* is a real-time, Internet-delivered solution designed to help users stay on top of changing weather conditions that can endanger players, guests, and staff.



MxVision WeatherSentry Mobile is a “portable” weather system that provides on-the-go weather information delivered by cell phone, to help personnel stay on top of the weather anywhere they go. Lindley in particular finds this service especially convenient, as he is able to monitor lightning strikes and radar information via his Blackberry.

MxVision WINS delivers instant, personalized weather alerts on any e-mail compatible cell phone, PDA, pager, or P.C. The service constantly monitors custom weather parameters for the university, 24 hours a day, allowing staff to focus on other duties.

Northwestern added a real-time lightning solution to their DTN/Meteorlogix service. Lightning Manger gives reliable, advance warning to dangerous weather conditions by using real-time lightning data — not predictions that can lead to false alarms or delayed reporting after deadly lightning has already struck. “It is crucial, and allows us to clear the field in a safe manner,” added Lindley.

Additionally, the system’s Alert Manager notifies university staff of significant weather changes within their area. This customizable, safety-focused tool can also sound alarms for changes to weather conditions like wind speed, or when the National Weather Service issues a watch, warning, or advisory.

## RESULTS

“DTN/Meteorlogix addressed our sensitivity to weather with real-time, accurate weather information,” commented Lindley.

According to Lindley, team coaches are sometimes interested in the precipitation and wind forecasts. Based on their objectives, practice may be scheduled during rain to give athletes the experience of playing on less than ideal footing. At other times, rain and wind may be considered undesirable, and coaches may prefer to change practice to an indoor location.

The system’s patented PrecipTimer® technology lets the staff know when rain, snow, and ice will start and how long it will last — providing location-based start and stop times.

The training staff relies on the system’s real-time local radar to show them current conditions for their area. They also view the national radar as well to see what is coming their way.

MxVision WeatherSentry Online *Turf Edition for Sports and Recreation* allows the university to monitor up to six locations — so they can keep on top of conditions impacting teams away on the road. “When we’re on the road, it is helpful to be able to take the system with us,” added Lindley.

## THE CLIENT’S VIEW

“DTN/Meteorlogix allows us to predict and prepare for changes in the weather.”

Tory R. Lindley, assistant athletic director/director of athletic training services, Northwestern University

*DTN/Meteorlogix, DTN’s brand of commercial weather services, delivers industry-specific weather management capabilities for its customers to manage business risks, maximize personal safety and minimize financial loss.*

*DTN/Meteorlogix is the official forecaster of the PGA TOUR and Champions Tour.*

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