



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

MXVISION WEATHERSENTRY®

CASE STUDY

WAKE FOREST UNIVERSITY WINSTON-SALEM, NORTH CAROLINA

Ranked by U.S. News and World Report among the top 30 national universities in the country, Wake Forest University has approximately 6,700 undergraduate, graduate, and professional school students. In January 2007, Wake Forest became the smallest school ever to compete in the Bowl Championship Series. Competing in the Athletic Coast Conference, "Demon Deacon" teams include: men's football, basketball, golf, baseball, soccer, tennis, indoor and outdoor cross-country, and track; as well as women's basketball, volleyball, tennis, golf, soccer, field hockey, cross-country, and track.

Dan Keane, assistant director of operations at Wake Forest, and his staff handle event and facility management. Their work covers everything related to game safety, and it often affects 30,000 or more people in attendance at football games alone.

THE CHALLENGE

When severe thunderstorms threaten, Keane and his staff need to know in advance so that they can get players, officials and fans to safety. "Lightning is our biggest concern," said Keane.

THE DTN/METEORLOGIX SOLUTION

Seeing the need for a weather monitoring system, Keane researched various systems and chose DTN/Meteorlogix products because he most liked the company's offerings. "Prior to this, when severe weather came in, we had no accurate system to detect lightning, and no accurate radar. We also had no way of getting information to everyone out at the fields."

In August 2006, Keane subscribed to MxVision WeatherSentry® *Turf Edition*, Lightning Manager® and MxVision Weather Information Notification Service® (WINS), which gives them instant, personalized weather alerts on any e-mail-compatible cell phone, PDA, pager, or PC. Keane and university staff members use the system to receive weather updates on their cell phones, allowing them to monitor the weather wherever they are. Lightning Manager alerts them when a lightning strike occurs within a pre-set area.



RESULTS

“What I like best about the system is just how accurate it is. We’re able to see up to the minute when a storm will hit us. We’ve been able to tell when it’s going to start raining or pass through so we can give coaches and officials accurate information.”

Keane reports that they find MxVision WINS especially helpful. “One thing that has been very helpful is the text messaging and cell phone alerts for severe weather in the area — mainly the lightning. We have our 12 athletic trainers and game managers set to receive cell phone text messages, so any time lightning is within 15 miles, we all get a message.”

Wake Forest had the online and cell phone alert systems in place for their entire fall season, and they put it to good use. “It’s come in handy several times. Two or three times this fall we had to clear the fields and the stadium because of dangerous weather in the area.”

When Keane alerts the coaches and officials to bad weather, he finds them much more accepting now using MxVision WeatherSentry *Turf Edition*. “They’re much more receptive knowing that we have the system in place. We had a game stopped recently, and we were able to bring the coaches up into the press box to see the computer, watch the radar, and track the lightning that was headed our way. They were impressed.”

“These services are an asset to our operation. They’ve been a big help.” The services help Keane and his staff rest easier. “It’s more or less peace of mind; it’s a safety issue. We think it’s a good investment.”

THE CLIENT’S VIEW

“It’s definitely comforting to have accurate information with MxVision WeatherSentry *Turf Edition*, Lightning Manager, and MxVision WINS, and make a decision based on something that you know is going to be right rather than making a guess. To be able to call the coaches and officials and give them a definitive answer about the weather is reassuring.”

Dan Keane, assistant operations director, Wake Forest 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.

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