



Building a Weather-Ready Nation

National Weather Service and Partner Participation 2012 International Consumer Electronics Show

American Meteorological Society Annual Meeting

NWS Partners Meeting

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- The International Consumer Electronics Show (CES) is held annually and hosts 150,000 attendees and 6,000 press
 - Exhibit encouraged the integration of NWS alert and warning information in broadest possible range of consumer electronics, helping to build a Weather-Ready Nation. Press and interviews conducted stressing ways to prepare for events and ways we can help save lives and protect property.
 - Provided an excellent opportunity to demonstrate how a weather-ready nation is built through Federal collaboration (FEMA, FCC, NOAA/NWS) and industry partnerships.
 - Social science/NWS service assessments identify people need to receive warnings multiple times and from multiple sources.

Exhibit Highlights

- Throughout the week there were 19 partner presentations and Federal government panel discussions with representatives from FEMA, FCC, and NWS explaining government efforts to integrate alerts into consumer electronics.
- Highlighted Integrated Public Alert and Warning System (IPAWS), new Wireless Emergency Alert service, Common Alerting Protocol (CAP), commercial vendor integration of alert information - ranging from NOAA Weather Radio to community decision support tools and mobile technology.



Exhibit Highlights

- Midland
- Institute for Telecommunication Sciences
- Alerting Solutions
- Alert FM
- Weather Decision Technologies
- Weather Central
- Trilithic
- Comlabs
- Gorman-Redlich
- MobiLaps
- SpectraRep
- PBS/CPB/LG Zenith
- GovDelivery
- High Ground Solutions
- WeatherCall
- Alertus
- Pinkerton Consulting Investigations
- WeatherBug/Earth Networks
- Serene Innovations



Partners

- “Thank you for being one of the few exhibitors to give attention to the needs of the visual and hearing impaired.”
- “Pleased to see the federal government play this type of role at the show.”
- “Until I saw this panel discussion I didn’t realize or know there was an opportunity to get alerts and warnings into more consumer products and services. This opens up a range of potential opportunities to save lives.”
- “We absolutely will continue to partner with the NWS, it helps us reach a broader audience particularly new technology developers in our goal to enhance alert and warning for the public.” (DHS FEMA IPAWS)



Feedback & Comments

- “This was a chance to talk face to face with vendors and it was valuable.”
- “This provided an opportunity for manufactures and developers coordinate cross industry and learn how NWS data can be incorporated into new and emerging technology across a large spectrum of consumer products. This gives us greater insight and provides information necessary to optimize our technology research activities.”
- “I’ve been coming to the show to support NWS and this was the best demonstration of interaction with our partners. Being able to see how they use our data and services and then talk directly to the customer is valuable.” (*WFO Las Vegas, WCM*)

Feedback & Comments