



The Value of SkyGuard

Tornado warnings are infrequent in the Northeast. However, on June 30th southeast Pennsylvania was being threatened by a tornado. The value of a site-specific SkyGuard warning was on display as it precisely outlined the area that would be impacted by the EF1 tornado. Thanks to SkyGuard warnings from AccuWeather, businesses are able to correctly understand storm impact and timing on their assets.

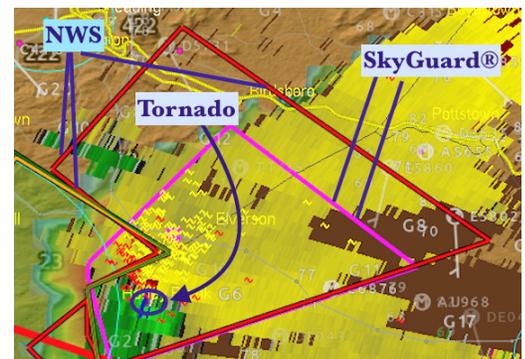
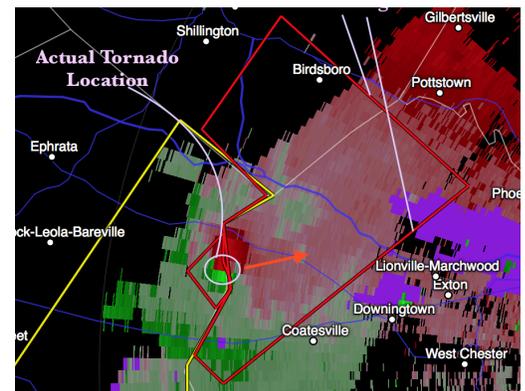
Widespread severe storms hammered millions in the Northeast, mid-Atlantic, and Southeast on June 30th. Strong winds were the main threat with this outbreak and AccuWeather Enterprise Solutions was also closely monitoring possible tornado activity in southeast Pennsylvania.

At 2:04 pm EDT, The National Weather Service (NWS) issued a vast tornado warning (red polygon) for a small tornado threat. AccuWeather Enterprise Solutions issued a SkyGuard tornado warning (pink polygon) for the same storm for a client in the area.

Following the direction of the storm movement (orange arrow), it is apparent that the chance of the storm hitting the town of Birdsboro is nearly zero, however it is included in the warning. Increasing the chance of a false alarm!

The SkyGuard tornado warning area is significantly smaller than that for the NWS tornado warning and corresponds more precisely to the actual movement of the storm. The tornado touched down at 2:11pm and was classified as EF1 (65-85mph winds). Damage reports included minor home damage and downed trees in the area.

Whether it is tornado alley or Pennsylvania, SkyGuard provides maximum safety with the fewest false alarms scientifically possible. Now, more than ever, SkyGuard is an essential, hyper-accurate tool to protect your people, property, and profits.



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