



**national datacast**

**FOR IMMEDIATE RELEASE**

## **National Datacast Delivers AccuWeather.com**

*National Datacast and AccuWeather.com provide relevant content, drawing attention to digital signage screens*

**ARLINGTON, VA – November 4, 2010 --** National Datacast, Inc., the national provider of point-to-multipoint digital media connectivity, and AccuWeather.com work together to deliver dynamic and compelling content quickly, easily, and economically to digital signage viewers.

The cooperation allows digital signage network operators to provide regularly refreshed, highly localized, relevant content that attracts viewer attention to money-making advertising messages.

“Datacasting provides economies in point-to-point and point-to-multipoint digital connectivity” said Jacqueline Weiss, CEO of National Datacast. “National Datacast, Inc. can deliver AccuWeather content in real time or on refresh intervals. The economies of using the datacasting network means that more dollars are available for content that viewers like to see.”

“Weather content has been proven to attract eyeballs and create valuable advertising adjacencies on every medium,” Scott Homan, Expert Senior Meteorologist and Executive Director of Out-of-Home Media for AccuWeather.com said. “Working with National Datacast makes it easy and economical for out-of-home network operators to bring the power of AccuWeather content to their screens.”

Together, the firms will demonstrate their offerings at Customer Engagement Technology World (featuring The Digital Signage Show and KioskCom self service expo), November 10-11, 2010 in New York at booth #611.

“Relevant content that draws attention to screens is key to digital signage success.” said Weiss, continuing, “The ability to cost effectively deliver this content reliably, is fundamental to every display network strategy, which is why the combined efforts of AccuWeather and National Datacast deliver high value to network operators.”

### **About National Datacast**

National Datacast has been at the forefront of datacasting technology since 1988, when the company was formed as a commercial subsidiary of the Public Broadcasting Service. National Datacast continues to be the leader in nationwide terrestrial wireless data broadcasting, providing customized solutions for delivering entertainment, information, and other digital content to consumers in- and out-of-home, businesses and government across the U.S. National Datacast's network integrates the broadcast facilities and capacity of PBS member television stations with options for wired or wireless broadband as a return channel enabling clients to reach their customers locally, regionally and/or nationally, in real time or on a scheduled basis. See [www.NationalDatacast.com](http://www.NationalDatacast.com).

**About AccuWeather, Inc. and AccuWeather.com**

AccuWeather, Empowering You to Be the Best™, presents accurate, localized, branded forecasts and severe weather bulletins to over 125 million Americans each day via the Internet, mobile devices and IPTV, through the airwaves, and in print. The 113 meteorologists at AccuWeather deliver a portfolio of customized products and services to media, business, government, and institutions, and inform millions of visitors worldwide through the free AccuWeather.com website. AccuWeather also provides content for more than 50,000 third-party Internet sites, including the [wallstreetjournal.com](http://wallstreetjournal.com), CBS News Mobile, and WABC-TV New York. Visit [www.accuweather.com](http://www.accuweather.com) for more information.

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