



**WeatherNation**

## **WeatherNation Launches on Sony Connected TVs and Other Entertainment Devices**

**DENVER – Aug. 22, 2012** – [WeatherNation TV, Inc.](#), a multi-format 24/7 local, regional and national television weather news service, announced today it has launched its 24-hour weather news service to [Sony Entertainment Network](#) customers using select Sony® devices, including Internet-connected BRAVIA® TVs, Blu-ray Disc™ players, and Blu-ray Home Theater devices.

“We’re thrilled to bring WeatherNation’s weather news and forecast service to customers enjoying Sony products, as WeatherNation perfectly complements the suite of services offered through Sony’s connected entertainment devices,” said Michael Norton, president of WeatherNation TV, Inc. “Our WeatherNation service offers internet-connected Sony TV and Blu-ray™ owners comprehensive local, regional and national weather news and forecasts 24 hours a day, presented by our team of meteorologists.”

The WeatherNation service delivers video and updated news coverage of current weather events with stunning graphics. An all-meteorologist staff utilizes the latest technologies of VIPIR® Systems from Baron Services and HD Fusion™ from Weather Central for forecasting and illustrating current conditions with engaging and innovative 3D graphical mapping to help viewers understand the in-depth story behind the weather. A powerful severe weather tracking system also gives WeatherNation meteorologists the ability to zoom down to town, neighborhood or even street level.

WeatherNation TV, Inc. also provides viewers the ability to access its 24/7 HD and SD streams of the service online, accompanied by a comprehensive list of forecasts on demand.

### **About WeatherNation TV, Inc.**

WeatherNation TV, Inc., headquartered in Denver, Colo., offers 24/7 coverage of current and severe weather news and information in a compelling meteorologist-hosted service available in both HD and SD formats to local broadcasters and cable operators. For broadcasters, WeatherNation contains no paid programming, is E/I compliant, is closed captioned and supports EAS. WeatherNation also integrates with a TV station’s existing traffic and billing system for supporting ad insertion without the need for additional hardware. For more information, please contact [info@weathernationtv.com](mailto:info@weathernationtv.com) or (800) 343-9516. Visit [www.weathernationtv.com](http://www.weathernationtv.com).

Press Contact:

WeatherNation TV, Inc.: Marc Lumpkin, 303-378-2366, [mlumpkin@weathernationtv.com](mailto:mlumpkin@weathernationtv.com)