

MyWeather builds on success with MyWeather Mobile 1.3

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MyWeather has announced the release of MyWeather Mobile 1.3, the most comprehensive weather application available for iPhone and iPod Touch. The revolutionary new user interface lets users control terrain settings (road or aerial), animated overlay, opacity, and play/pause loop. New features include an interactive heads up radar display, animated satellite imagery, radar data caching and much more. The new release follows MyWeather Mobile's emergence as one of Apple's top 100 paid apps of 2008.

Madison, WI - MyWeather LLC(R), an industry-leading developer of digital weather and traffic content, has announced the release of MyWeather Mobile 1.3, the most comprehensive weather application available for the Apple(R) iPhone(TM) and iPod Touch(TM). The new release follows MyWeather Mobile's emergence as one of Apple's top 100 paid apps of 2008, the only weather app to make the list.

Since its release, MyWeather Mobile has built a loyal following across the country. These users have been instrumental in providing feedback to MyWeather, who have responded with a compelling new release that incorporates significant changes. New features include an interactive heads up radar display, animated satellite imagery, radar data caching and much more. The revolutionary new user interface lets users control terrain settings (road or aerial), animated overlay (radar or satellite with radar), opacity, and play/pause loop. Users can also choose between inches or millibars of pressure as well as Celsius or Fahrenheit temperature.

In addition to these new features, MyWeather Mobile combines stunning, high-quality animated radar with Microsoft(R) Virtual Earth(TM) technology, letting users view weather conditions at any location around the country. Turning the phone horizontally allows users to pinch, flick, zoom, and double tap the map down to the street level. As part of this new update, MyWeather updated its product logo to reflect our emphasis on continual improvement.

"User experience has been our focus from day one, and customer feedback has been instrumental in shaping this revolutionary application", said Terry Kelly, CEO MyWeather, LLC and sister company, Weather Central, Inc.

Pricing and Availability:

MyWeather Mobile is available now in Apple's App Store. To view more information on the application, visit their website.

MyWeather Mobile:

<http://www.myweather.com/iphone>

MyWeather is a leading provider of personalized weather and traffic content solutions to media and consumers. MyWeather's patented technologies provide users with hyper-local weather alerts and forecasts, and personalized weather and traffic information to drive audience. We deliver weather and traffic online, to mobile devices, and to broadcasters worldwide. It's not just weather; It's MyWeather. Copyright 2009 MyWeather. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer in the U.S. and/or other countries. All other trademarks are the property of their respective owners.

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Ryan Monte

608-441-0400

rmonte@myweather.net

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