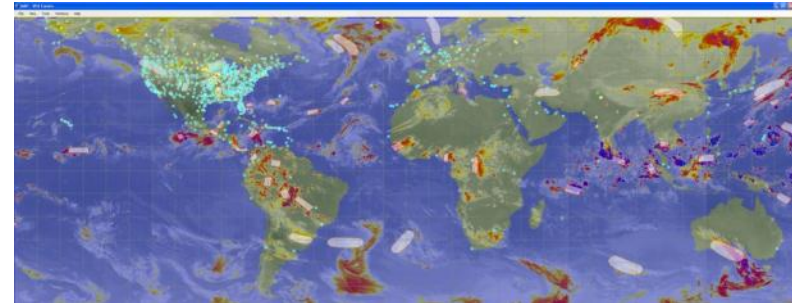


WSI Corporate Overview



- **Company Overview**

- Established 1978
- U.S. Headquarters in Andover, MA
- European Office in Birmingham, U.K.
- 300+ Employees; ~40% Meteorologists
- 5,500 clients in 45 countries



- **The world's trusted provider of weather-driven business solutions for specialty markets**

85% Major US Airlines & 20% Top 100 Global

- Aviation (gov, comm, business, and private)
- Government (DoD, FAA)
- Broadcast & Cable Television
- Energy Trading & Utility Operations Management
- Insurance and Risk Management

- **A subsidiary of The Weather Company**

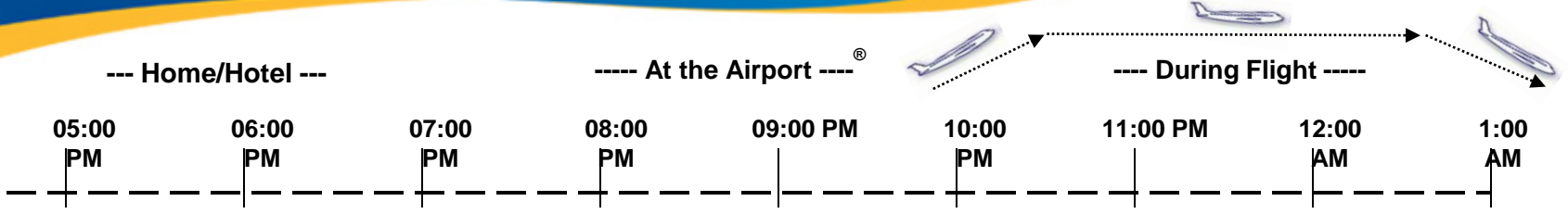
- Sister company to The Weather Channel & weather.com
- Owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital.
- The largest and most profitable private weather organization in the world



weather.com



Proven Airline Solutions Plan to Land



weather.com

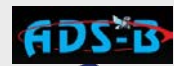
WSI Media Solution



WSI Pilotbrief™

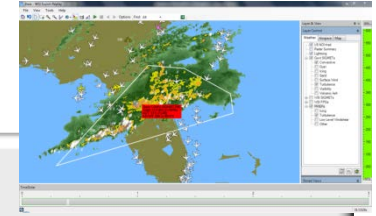


WSI Hubcast™

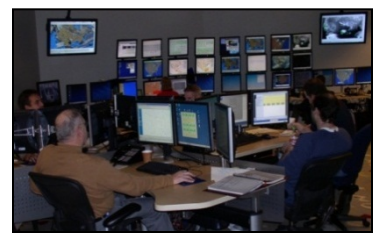


Available for iPad

WSI InFlight Datalink



WSI Fusion, Replay and Data Svcs



WSI Aviation Weather Forecast Team



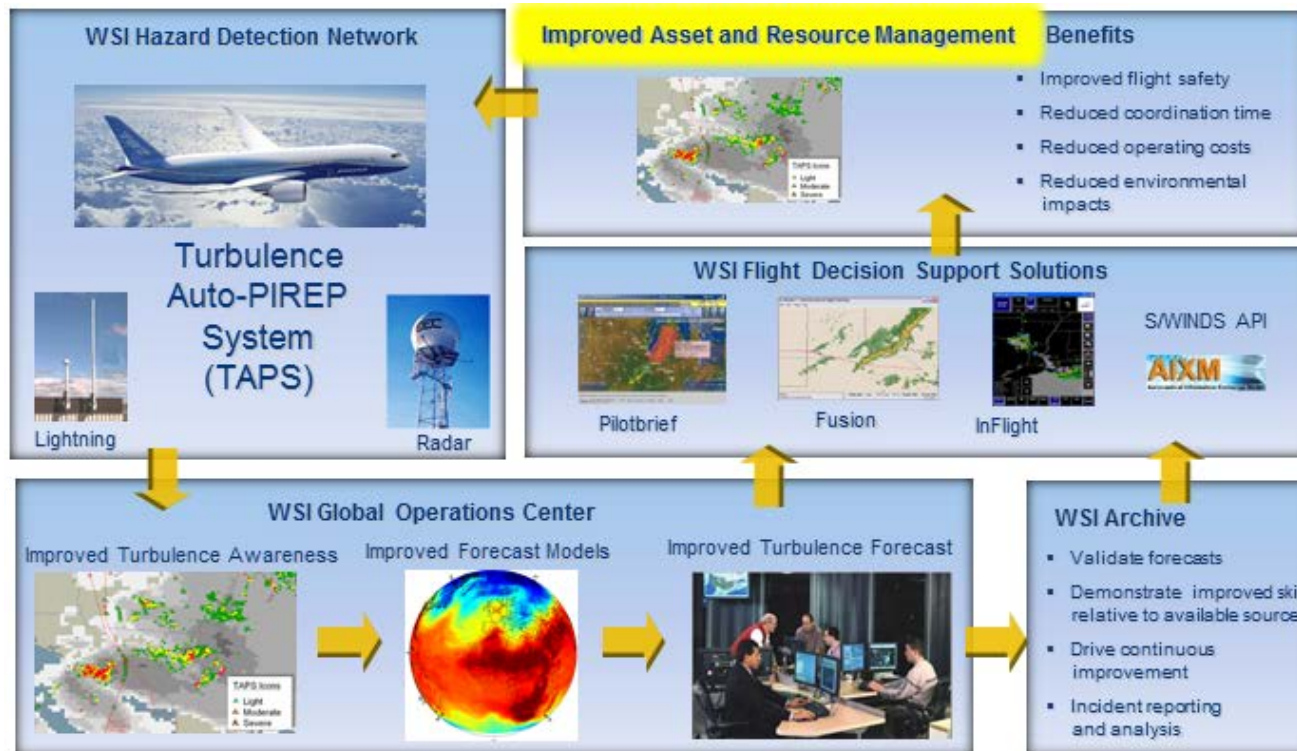
WSI Archive



Forecasts, Opmet, and Graphical Weather

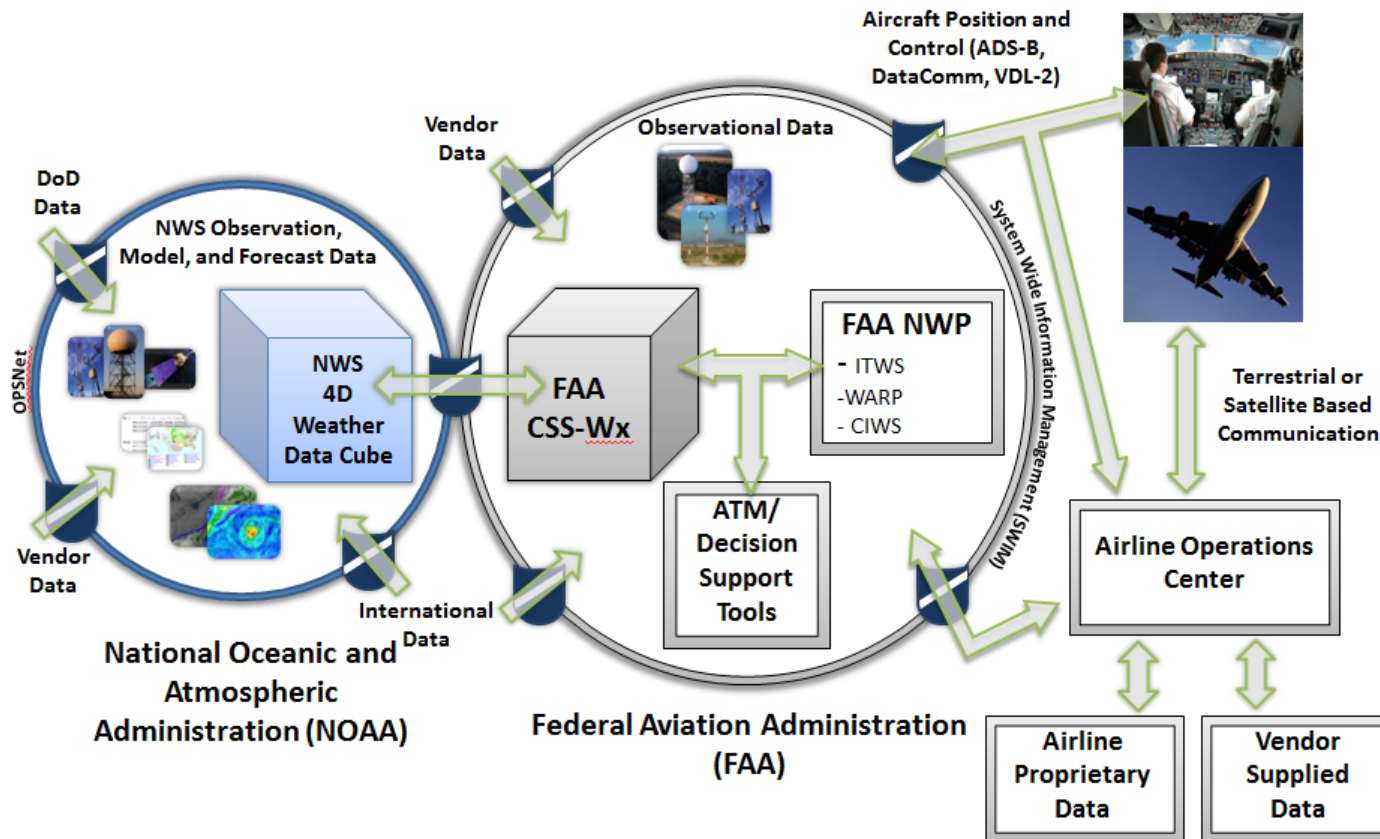
Net-Centric – Yes Decision-Centric – A Must

- Data/Products are Relevant through their Enhancement of the Decision Lifecycle
 - Successful implementations require firm grounds in the airline's business case; a better x/y/z product in and of itself is generally not sufficient
 - Horizontal consistency in weather and aerospace depiction is highly valued



Collaborative Decision Making Involves Airline/Vendor Sources

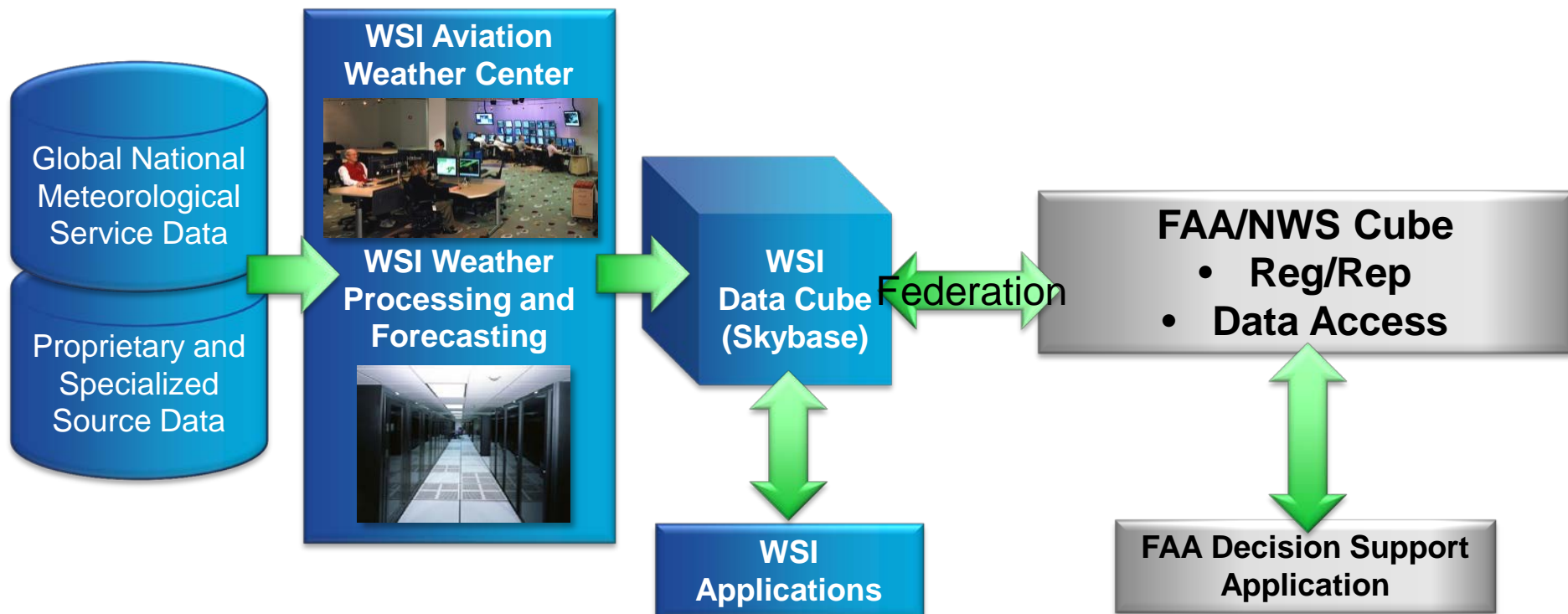
- Industry will benefit from the consolidation of data and interfaces in NextGen
 - Data/Product consistency promotes FAA and NAS user decision consistency and more predictable contingency measures
 - Putting aside stovepipe data access and display promotes real advancements in M2M interactions and trust thereof



Federation Opportunity Across Industry – Cloud Sourcing



- The same patterns of federation between the NWS and the FAA are applicable for an industry consumer/producer interface
 - Data restriction policy must be inherent in the cube user provisioning
 - Controlled transparency between FAA and NAS stakeholders
- Can be accomplished through proposed standards in their transactional forms
 - e.g. W*S-T and ebXML



Commercial Airline System Providers in NextGen



- The WSI's of the world establish our business on making NWS, international NMSs/ANSPs, and proprietary weather data/products relevant to an airline's operations
 - Akin to the process of consuming weather data into ATC/ATM systems in the FAA
- Key attributes of these data and products are their consistency across the enterprise both in depiction and it's use in decisions through translation
- Airline meteorological expertise is relevant to planning and real time support
 - FAA benefits through CDM and M2M Cube inclusion