

## **Weathernews Inc. Japan Announces Data Integration with Netatmo Weather Station Network**

### *Strategic Partnership Furthers Global Big Data Weather Model for Crowdsourced Weather Forecasting*

**TOKYO, JAPAN – June 23, 2015** – Weathernews Inc. Japan [4825:JP], the global weather company, today announced it has partnered with Netatmo, based in Paris, the largest network of Weather Stations owned by individuals. The technical integration will allow access to combined datasets of weather data to provide the most comprehensive global weather forecasting information. This news comes just off the heels of Weathernews' acquisition of social weather app Weathermob.

“Accurate weather forecasting is only as powerful as data used to create predictive models,” said Tomohiro Ishibashi, Director of Weathernews Inc. “By integrating Netatmo’s worldwide network with our own large and existing data network including the Sunnycomb and Weathermob social weather data in our own forecast model, we can provide a more personalized, accurate and localized service for people and organizations around the globe. As a growing social crowdsourced weather company, Weathernews is delighted -- and committed -- to expanding its global collaboration with other weather-related companies.”

“We are pleased to share the data from the Netatmo Weather Station community with Weathernews, to contribute to even more accurate weather analyses. With this database that is continuously fed by the network stations sensors, Netatmo is contributing to a better understanding of the atmosphere.” Fred Potter, CEO of Netatmo.

Netatmo has built the world’s largest Weather Station network that monitors weather data in 175 countries. The Netatmo Weather Stations are composed of two modules connected to the user’s smartphone. The indoor module measures temperature, humidity, decibels and CO2. The user receives a notification on his smartphone when he needs to air out his home. The outdoor module measures temperature, humidity and barometric pressure.

This information is transmitted to Netatmo's servers and these numerous data points will be incorporated into the total weather data collected by Weathernews customers to build a more accurate and complete picture of weather conditions in hyperlocal areas and the world.

Through this global data alliance, Weathernews will gain access to weather information from locations that aren't near traditional weather stations. This new dataset from Netatmo will help fill in these gaps and continue to help build more accurate predictive models and forecasts. Netatmo and its user network will contribute to the weather industry's global community, furthering research in this field – as well as benefit from developing ever more accurate weather forecasts.

### **About Weathernews**

Weathernews is a public company headquartered in Japan and is the largest private weather information service company in the world. With a proven track record of disaster mitigation and advanced warning services, Weathernews is the only company with a proven business model to successfully create a social weather community where weather enthusiasts can connect deeply on a more personal, social, safer, and local level. The release of Sunnycomb app for iOS and Android in 2013 was the company's first foray into the global consumer market beyond Japan where it currently has 20 million monthly active users.

### **About Netatmo**

Founded in 2011, Netatmo is an innovative company developing consumer electronics for a better and connected lifestyle. Netatmo carefully designs their products' mechanics, electronics and embedded software. Netatmo industrialises them with the finest quality standards and designs the mobile and web applications that unleash their full capabilities.

The first device launched by the company, the Netatmo Weather Station, allows owners to measure indoor air quality, weather and more. In November 2013, Netatmo launched their second product, a Thermostat for Smartphone designed by Starck. In the summer of 2014, JUNE was launched, the first wearable tech dedicated to skincare. It helps women to know their UV exposure and protect their skin, a true innovation in anti-ageing beauty routines.

In 2015, Netatmo launched WELCOME, the smart home camera that recognises your loved ones thanks to its face recognition technology.

Netatmo was recognized with a total of 10 awards from the prestigious CES Innovations Design & Engineering awards throughout 2013, 2014 and 2015.