

# AccuWeather.com Widget Brings the Weather to S60 Devices



The AccuWeather.com widget connects S60 3rd Edition device users with accurate, up-to-the-minute weather information on a worldwide basis, including 15-day forecasts.

AccuWeather.com had previously provided its landmark weather service to S60 device users using either mobile Web services or a downloadable Java™ Platform, Micro Edition (Java™ ME) application. But when S60 3rd Edition, Feature Pack 2 enabled the use of widgets in its Web Run-Time (WRT), then the company jumped in with both feet.

“The AccuWeather.com widget did not come out of our previous client application,” says Doug Yule, director of research and development at AccuWeather.com. “Instead, we used the experience gained from working with Apple on the original Mac OS X widgets and then with the iPhone weather widgets. Thanks to the existing overlap in browser technology between the S60 devices and Apple’s devices, it was relatively easy for us to bring this across.”

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AccuWeather.com’s widget has a more attractive user interface than any of the company’s previous products, Yule says. It makes access to a variety of content, including detailed forecasts, a 15-day calendar view, and satellite radar data, easier than ever. The widget hooks into AccuWeather.com’s back-end data systems — which also drive other mobile and Web services — to give users weather information for virtually any location on Earth.

## AccuWeather.com becomes a Nokia WidSet

AccuWeather.com has also joined the Nokia WidSet movement (see [www.widsets.com](http://www.widsets.com)), becoming the resident widget that provides global weather information to the Nokia Weather WidSet. WidSets is a phone manufacturer-independent Web 2.0 service that automatically multicasts preferred RSS feeds and user-generated content. WidSets highlights the power of Web 2.0 in combining people, the content they produce, and a social networking dynamic. It facilitates the way that mobility can enhance the Web 2.0 user’s usage and enjoyment of content.

WidSets allows users to build a Content Library, freely choosing content from a variety of sources, such as RSS feeds, blog posts, and photo uploading sites, that can be multicasted to any new-generation Java™ mobile devices. WidSets keeps such content updated and forms a symbiotic relationship with the Web, enabling both media to work as one. Collaborative filtering allows the community to enrich the WidSets Library by providing suggestions for new content that a user did not know about. The WidSets user interface uses a process of “choose and set” that makes WidSets operative within seconds. Signing up to WidSets is free of charge, and use

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“Nokia’s early support for us was extremely helpful in our gaining acceptance of our services. They have an excellent understanding of what we do, and they have helped to introduce us to key people who will help to expand our business,” says Douglas M. Yule, director of research and development, AccuWeather.com.

## Looking ahead:

AccuWeather.com has plans to expand its coverage area, and to take advantage of the new capabilities of S60 devices with a new application for Flash Lite from Adobe expected to be launched in the summer of 2008. “This will be our first application on Nokia devices that is aimed at a global audience,” says Yule. “Almost everything is displayed graphically, minimizing the amount of translation, which means it should be usable by people around the world.” Also to be deployed shortly in the U.S. will be AccuWeather’s first downloadable application that supports location-based services (LBS). Currently, to find out the weather at any location, the consumer must type in the city’s name or ZIP code. However, for phones with global positioning system (GPS) capabilities, AccuWeather.com’s application will detect the location and deliver the local forecast automatically.

## Forum Nokia Pro Success Story

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of WidSets is optimized for minimal data consumption.

AccuWeather.com worked closely with Forum Nokia experts on the WidSets technology. "We did not write the code, but we did set up the API so that the WidSets engineers could retrieve weather data into other applications," says Yule. "A major contribution that we added to the Nokia WidSets was giving it the ability to include 15-day forecasts. These widgets become destinations in their own right," adds Yule, "and recent Nokia data indicates that our WidSet is by far the most popular in terms of usage."

### AccuWeather.com business strategy

Recognizing the coming of widgets as a part of the overall service-oriented architecture, AccuWeather.com adjusted its business model. "We accepted the reality of the Web model on the S60 platform," says Yule. "That means that our basic widget is supplied free to the consumer, and the driving revenue model will be global branding and an advertising model. There will, however, still be a premium service, which will be ad-free, and cost about \$3 to \$4 per month."

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— Douglas M. Yule*

### How it works

AccuWeather.com offers a number of mobile services, including an increasingly popular ad-supported mobile Web site, which draws traffic from across the globe, and the AccuWeather.com Premium Service. The latter uses a rich, multimedia client to enable users to access detailed forecast information, radar and satellite images, and the AccuWeather.com Hurricane Center, as well as the latest severe-weather watches and warnings, via text-based messaging. The service lets customers check the weather in real time. In addition, it will send severe weather warnings the moment they are issued.

The downloadable AccuWeather.com Premium subscription service includes zoomable radar and satellite images and maps. The maps include not only weather information, but also air quality and ultraviolet (UV) indices, hurricane tracking, and more.

### How Forum Nokia PRO helps AccuWeather.com

AccuWeather.com released the first version of its service in March of 2003, and has steadily improved on it over the past several years. Forum Nokia PRO has provided key support to AccuWeather.com from the beginning. Nokia provided a number of prototype devices to AccuWeather.com, so that the company was able to develop tools for the devices before they went on sale. This ensured that the applications would work as soon as the devices were sold. Forum Nokia PRO also gave early exposure of the AccuWeather.com product by providing booth space for demonstration of AccuWeather.com services at conferences such as the Barcelona Application Summit and CTIA Wireless I.T. & Entertainment, both in November 2005.

In 2004, AccuWeather.com cooperated with Nokia on developing EDGE multimedia messaging services. "Nokia's early support for us was extremely helpful in our gaining acceptance of our services. They have an excellent understanding of what we do, and they have helped to introduce us to key people who will help to expand our business. In particular, Forum Nokia PRO has helped boost our credibility with carriers, and made it easier for us to make connections with them," Yule says.

"In many ways, weather is the most important part of our daily lives," says Yule. "We're working to make sure that it's easy for people to get access to the most accurate, up-to-date weather information at any time, wherever they may be."

"Part of the impetus for creating the AccuWeather.com widget came from guidance that the company received from Forum Nokia experts," says Yule. "Nokia is a key partner in bringing not only up-to-date weather, but enjoyable information to the mobile user."

For more information, go to:

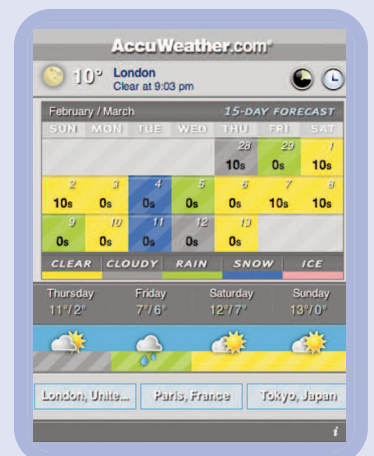
[www.nokia.com/developer](http://www.nokia.com/developer)



AccuWeather.com Premium offers a complete menu of weather information, including radar maps.



The weather service has now been expanded to a global reach.



AccuWeather.com's 15-day weather forecasts have become a key feature of Nokia WidSets.

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