



# Nowcasting

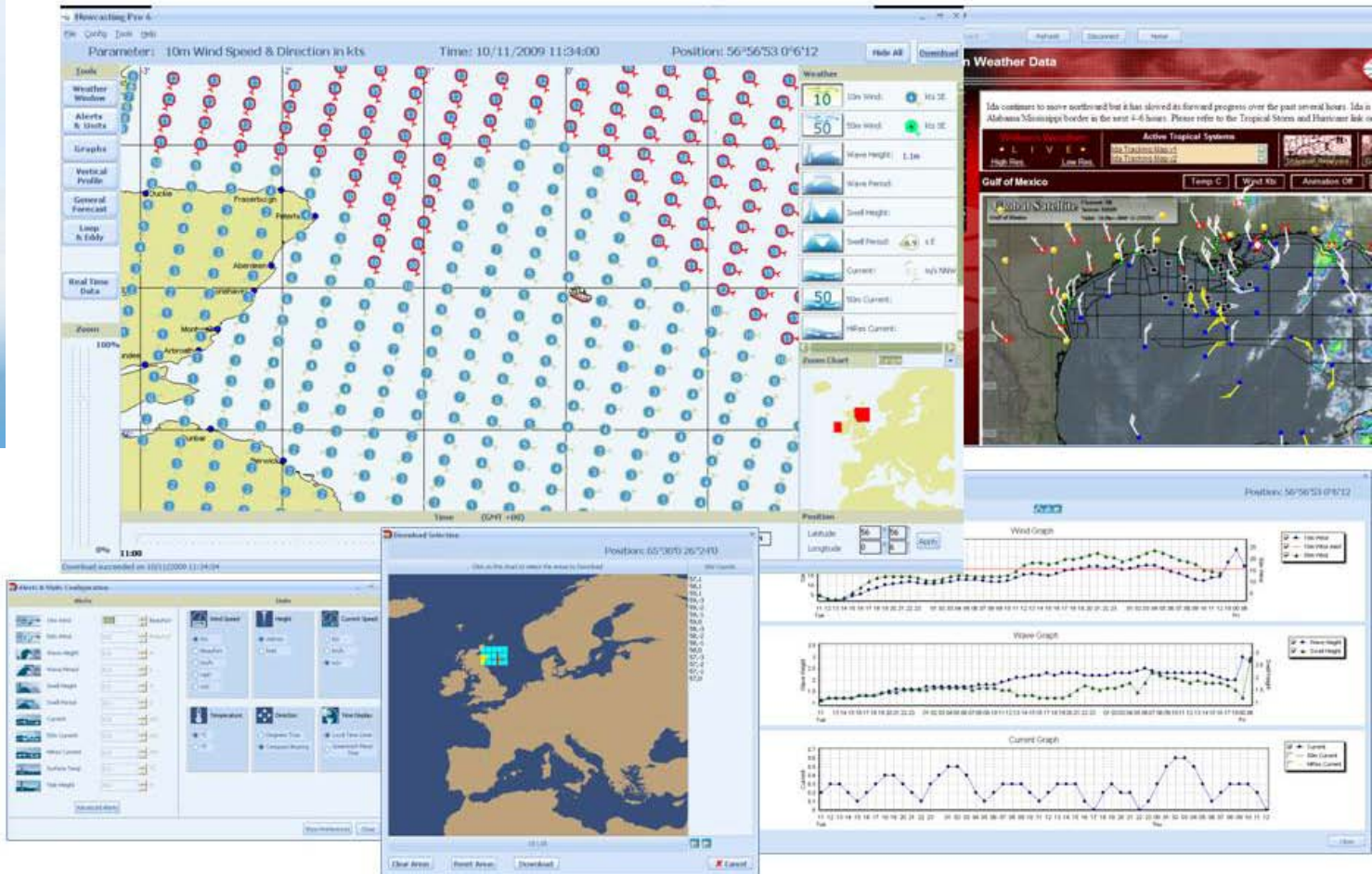
WEATHER

## Operational Forecasting for Ocean Business

### Planning, Construction and Operations

Dr. Mark White  
CEO

# What is Nowcasting International?



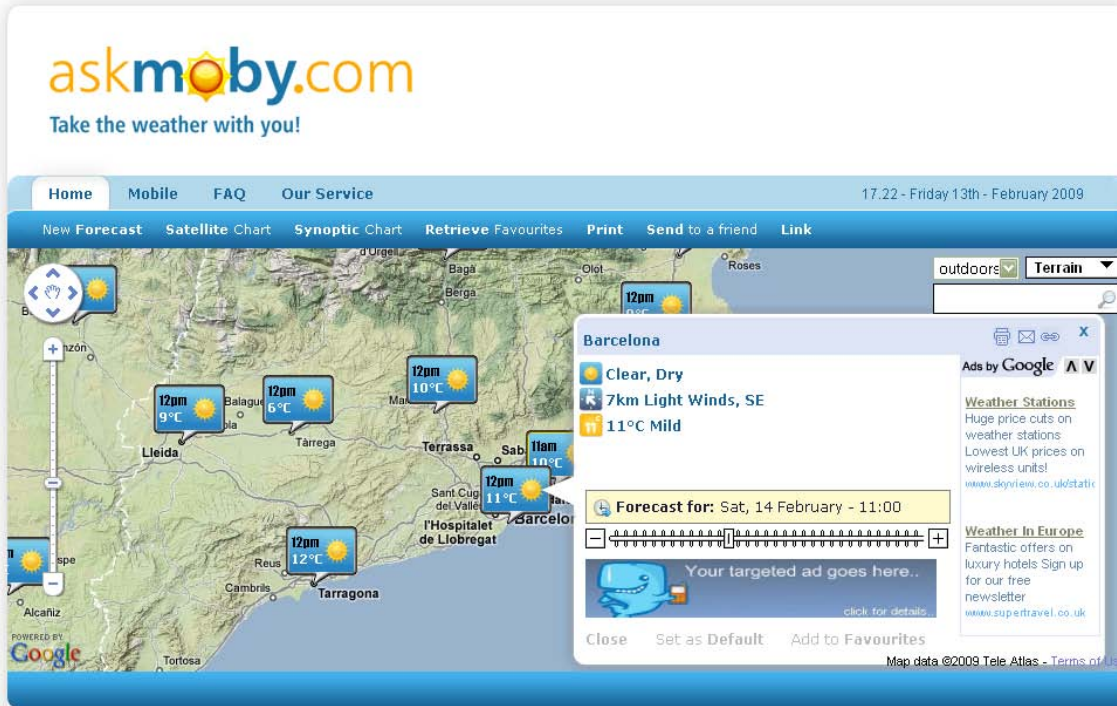
# International Reach from Ennis:

Nowcasting Weather has customers on 5 continents: Europe, North America, South America, Africa, Asia, Australasia



Nowcasting is providing services in each of the marked locations, or has done in the last 24 months. Our major markets are the North Sea, Gulf of Mexico and West Africa.

# Askmoby.com



**askmoby.com**  
Take the weather with you!

Home Mobile FAQ Our Service 17.22 - Friday 13th - February 2009

New Forecast Satellite Chart Synoptic Chart Retrieve Favourites Print Send to a friend Link

Barcelona  
 Clear, Dry  
 7km Light Winds, SE  
 11°C Mild  
 Forecast for: Sat, 14 February - 11:00

Your targeted ad goes here..



iPod 11:29

**askmoby.com**


Dublin, Ireland

Forecast Map Synoptic Satellite

6°C 7°C 6°C 8°C

Map data ©2010 Tele Atlas

Wed, 20 Jan - 14:00

Dublin, Ireland

6°C Cold

Very Cloudy, Grey, Dry

10km Light Winds, W

Map data ©2009 Tele Atlas



Wind

North South West East  
 <-1hr 21:00 +1hr>  
 <-Earlier Later>  
 Location Satellite  
 Synoptic Re-forecast

© AskMoby 2009



iPod 11:27

**askmoby.com**

Dublin, Ireland

Forecast Map Synoptic Satellite

6°C Cold

Very Cloudy, Grey, Dry

10km Light Winds, W

Map data ©2009 Tele Atlas

Wed, 20 Jan - 14:00

# Clustering as a path to success

- We were not able to get critical mass on our own
  - Very conservative market
  - Dominated by “Old Sea Dogs” who know better
  - Introducing new technology, from Ireland!
- We had to develop a strategic “cluster”:
  - DMI (Copenhagen)
  - Wilkens Weather (Houston)
  - OceanWeather (Connecticut)
  - ASA (Rhode Island and Brazil)
  - SatOcean (Paris)
- No “Willing” Irish Alternative

# Challenges Technical;

- Sourcing more continuous real time ocean data;
  - Currents
    - Physical Characteristics of water and motion
- Assimilating point source data for model initialisation;
  - Model Technology Development
- Remove Uncertainty from Forecasts-
  - Be GOD – Be RIGHT !!!!

# Challenges R&D + Cultural

- R&D Support Mechanisms that facilitate SME's;
  - EU
  - National
- Schemes like SBIR (US)
- Tax Relief for innovation and not pure research
  - Otherwise of no use to SME's
- Irish Agencies to “Stick their Necks” out with Irish Companies commercially
- Irish companies to be **proud** to work with Irish companies
- Foreign is not better at least not always!

# Parting Thought...

