

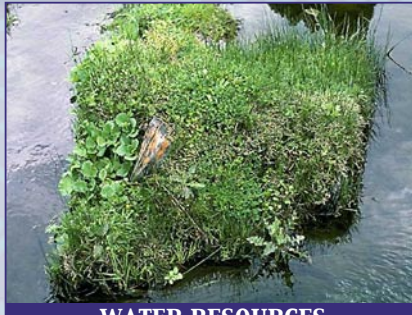


CLIMATE DATA ARE USED IN EVERY ASPECT OF OUR NATIONAL ECONOMY



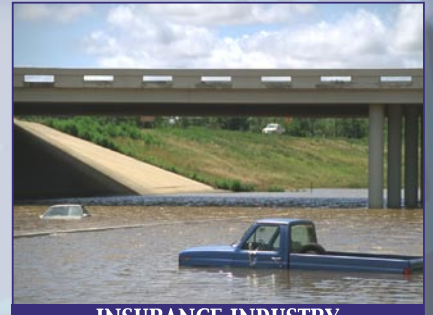
LITIGATION

Settle legal disputes to assure the continued operation and growth of business and industry.



WATER RESOURCES

Hydrologists monitor precipitation runoff rates and forecast environmental effects on the watershed. Army Corps of Engineers and Bureau of Reclamation scientists manage flood control projects.



INSURANCE INDUSTRY

Settles weather related disaster claims and provides casualty coverage for entertainment/sports events.



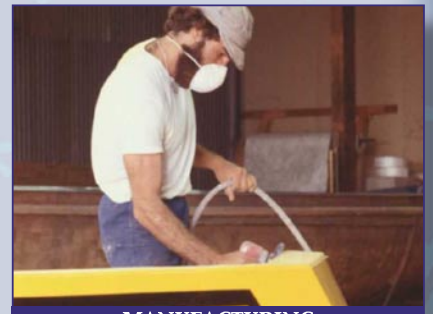
CONSULTANTS & ENGINEERS

Provide guidance to engineering, marine, and architectural firms in the design and construction of airports, port facilities, highway and dam projects, and electrical power plants.



MEDICAL

Conduct research for possible correlations between climate and disease/physical disorders.



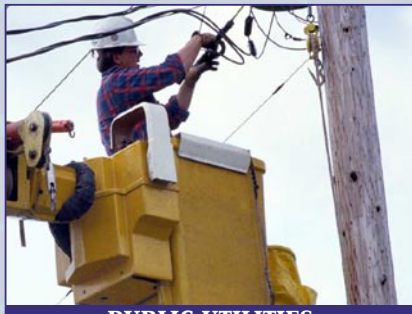
MANUFACTURING

Determine impact of weather/climate on product sales, develop optimum marketing strategies, and determine locations and climate conditions for product testing.



COMMUNICATIONS INDUSTRY

Assist with meteorological verification, plan for motion picture and television filming activities, and conduct microwave attenuation studies for tower planning.



PUBLIC UTILITIES

Determine levels of electrical/gas demand, compute rate adjustments, research alternative energy sources, and conduct air pollution studies.



TRANSPORTATION COMPANIES

Expedite transport of perishable goods and determine favorable air, sea, and land routes for transport of goods and commodities.



AGRICULTURE

Study effects of climate variations on crop yields, determine optimal geographic locations for crop types, and plan for applications of herbicides and pesticides.



FINANCIAL

The Weather Financial Instrument community formulate and trade weather derivative contracts. Commodity exchanges, brokerage firms, and money center banks utilize drought; degree day and flood data to minimize losses in financial transactions.



NATURAL HAZARDS/MITIGATION

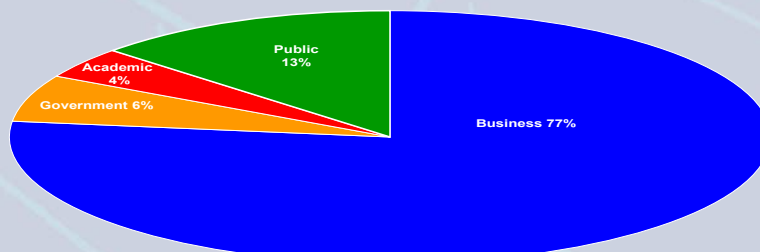
Tracks and analyzes weather extremes and events. These summaries are used in disaster mitigation efforts.



ARCHITECTURAL DESIGN

Provide guidance in the design of buildings and structures to conform to established design requirements.

WHO ARE OUR USERS?



... and many others



HOUSING AND REAL ESTATE

Determine construction deadline penalties/extensions, and assist in site selection for resort and retirement communities.

NOAA'S NATIONAL CLIMATIC DATA CENTER

Protecting the past... Revealing the Future