

Shelby Energy offers weather applications for iPhones and Android phones

Members of Shelby Energy Cooperative now have access to the most up-to-date weather maps and storm alerts—right in the palm of their hand.

WKYT-TV (Channel 27)'s state-of-the-art FirstAlert DEFENDER Radar recently became available through applications, or "apps," that can be downloaded to iPhones and most Android mobile phones. (Androids use the Google-developed Android™ operating system.)

The mobile phone applications are free. They offer numerous features, including interactive maps optimized for 3G and WiFi performance, high-resolution satellite cloud imagery, color-coded weather alerts arranged by severity, 10-day forecasts and other valuable functions.

The apps are the latest development in an ongoing relationship between Shelby Energy and the weather team at Lexington's WKYT-TV.

"Because of our partnership with Shelby Energy, we have been able to bring the most advanced radar to our market," said Tim Coles, digital sales manager at WKYT-TV.

"The FirstAlert radar mobile apps take this technology one step further by providing critical weather data for our viewers to access directly on their mobile phones. When I ask for feedback, everyone tells me they love it."

Candi Waford, a spokesperson for Shelby Energy, agreed.

"Through the partnership with WKYT, our members have access to the most accurate, up-to-date weather information available," Waford said. "We want our members to be safe and informed. These phone applications mean they now can get vital updates anywhere they are, with just a few clicks. It's another way Shelby Energy is serving you."

To download the iPhone app, go to: <http://itunes.apple.com/us/app/wkyt-radar/id380337429?mt=8> or to <http://appshopper.com/weather/wkyt-radar>.

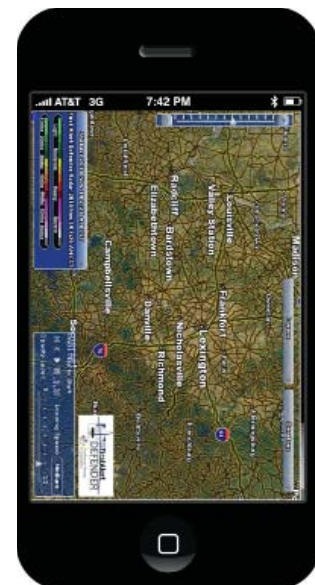
To download the app for an Android, go to: http://www.androidzoom.com/android_applications/news_and_weather/wkyt-radar_jtfg.html?nav=googleDownload.

Currently, there aren't plans for a FirstAlert DEFENDER radar app for Blackberry phones. The Blackberry operating system isn't as compatible with FirstAlert DEFENDER's graphics as are the operating systems of iPhones and Androids.

But a new app soon will be released for iPads. There also are tentative plans for even more features to be added later to the existing iPhone and Android apps.

To access the FirstAlert DEFENDER radar on a computer, go to www.shelbyenergy.com. The web site features school closings, current temperatures, watches and warnings, a 10-day forecast and more. The WKYT web site also explains how to fix common problems that waste energy in homes; just go to <http://www.wkyt.com/save>.

For more information, please contact: Shelby Energy at 1-800-292-6585.



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