

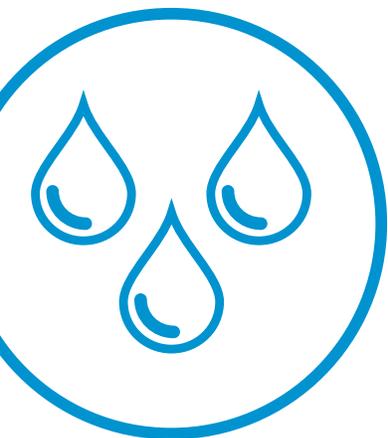
The weather system that keeps the Seahawks playing

Seattle Seahawks, Seattle, Washington

One of the major benefits is that we can integrate the data coming off the weather station with our website. This gives us a more complete view of what's going on with the weather.



Seattle Seahawks



The Seattle Seahawks are a professional American football franchise based in Seattle, Washington. Home games are played at CenturyLink Field, a stadium with a capacity of 72,000 located south of downtown Seattle. It is the only National Football League franchise located in the Pacific Northwest, and thus attracts support from outside Washington, including from Oregon, Montana, and Idaho, as well as from the Canadian provinces of British Columbia and Alberta.



“The lightning service is very important and helps us make critical decisions about safety.”

WHAT THEY WERE UP AGAINST

Seattle is famed for its inclement weather, yet team management was juggling multiple free websites to try to understand and predict the weather. But when it comes to Seahawks games, storms—especially lightning—are a real threat to staff, spectators, and players in the open-air stadium. The stakes were too high; they knew they needed something better.

WHAT WE DID TO HELP

The Seahawks chose DTN’s WeatherSentry® Sports Edition. With this system, all their weather information is integrated into a complete view of conditions in real time, including radar, storm corridors, wind, lightning, and more. Team staff can also set customized alerts based on the GPS location of their phones and have notifications sent right to them when severe weather is approaching.

WHAT THE IMPACT WAS

The lightning tool allows Seahawks management to monitor real-time lightning as it approaches and helps them make the right decisions to keep people safe. They also set up custom advisory and warning zones and receive a text as soon as lightning strikes in a designated area. They receive an all-clear text when the danger has passed, and until then, there’s a countdown that tells them when that notification will likely happen.

The GPS tracking is useful for games on the road, as it helps the team know when severe weather is approaching their specific location—sometimes before the opposing team’s stadium staff does.

And the weather is just as critical to the team’s safety during weekday practices as it is during games. Detailed reports on precipitation, temperature, and humidity help them determine whether to play indoors or outdoors, on grass or artificial turf, to keep players safe.