

AccuWeather Introduces Plain Language AI Weather Bot for Facebook Messenger

From which jacket to wear to whether to bring sunscreen, AccuWeather's new AI weather assistant provides plain language forecasts and answers to weather-related questions.

AccuWeather Global Weather Center – July 18, 2017 – AccuWeather, the global leader in weather information and digital media, has announced the launch of AccuWeather for Facebook Messenger. The AI-powered weather assistant handles plain-language questions from users and provides easy weather answers and localized forecasts with Superior Accuracy™.

The bot helps users access accurate, personalized, weather forecasting information to help them better plan their day. It provides a one-of-a-kind experience, conversing with users in natural language (English) about forecasts worldwide or other weather-related questions.

When users ask the AccuWeather for Messenger if an umbrella, sunglasses, or a jacket is needed today, the app will make appropriate recommendations based on their forecast. The bot also helps users quickly find the current conditions and forecasts for their exact location, and millions of other locations worldwide. The bot for Messenger also provides exclusive and proprietary weather forecasts such as RealFeel® Temperature, and AccuWeather's MinuteCast®, a minute-by-minute precipitation forecast for the next two hours.

"We are very pleased to introduce AccuWeather for Messenger to our audience as a new, natural language way to easily find the weather information they need," Steven Smith, President of Digital Media for AccuWeather said. "A large part of our internet audience is on Facebook every day, looking to discuss weather, share their weather, and stay informed with the best forecasts available anywhere. Messenger is a great platform for expanding the conversation in a way that's highly personalized and feels completely natural for users."

Available 24x7 on Messenger, the AccuWeather bot is ready to engage users around frequently asked questions and weather forecasts for locations worldwide. To interact with AccuWeather for Messenger, visit <https://www.facebook.com/AccuWeather/> and use Messenger to ask for your local forecast or other weather information.



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About AccuWeather, Inc. and AccuWeather.com

Over 1.5 billion people worldwide rely on AccuWeather to help them plan their lives, protect their businesses, and get more from their day. AccuWeather provides hour-by-hour and minute-by-minute forecasts with Superior Accuracy™ with customized content and engaging video presentations available through smart phones, tablets, free wired and mobile Internet sites via AccuWeather.com, award winning AccuWeather apps, connected TVs, wearables, smart homes, and connected cars, as well as radio, television, newspapers, and the AccuWeather Network cable channel. Established in 1962 by Founder, Chairman, and President Dr. Joel N. Myers - a Fellow of the American Meteorological Society who was recognized as one of the top entrepreneurs in American history by Entrepreneur Magazine's Encyclopedia of Entrepreneurs book - AccuWeather also delivers a wide range of highly-customized enterprise solutions to media, business, government, and institutions, as well as weather news, content, and video for more than 180,000 third-party websites. AccuWeather's CEO, Barry Lee Myers, is an award winning leader in global weather information issues and one of the world's most recognized advocates for cooperative relationships between government weather agencies and the weather industry. He is a leader in the digital weather information space.

Visit www.AccuWeather.com for additional information.

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