



ACURITE LAUNCHES ATLAS WEATHER STATION

New features include lightning detection, UV monitoring and increased accuracy

LAKE GENEVA, WI – September 19, 2018 – Chaney Instrument Co. today announced the release of a new weather station, the AcuRite Atlas. Built with high-precision sensor technology, Atlas allows users to connect to hyperlocal weather conditions. Atlas has the ability to track UV exposure, light intensity and lightning, in addition to monitoring temperature, humidity, rainfall, barometric pressure, wind speed and direction. Along with these new features, Atlas offers an enhanced accuracy rating within 1 degree, improved durability and more frequent readings.

“AcuRite Atlas is the future of personal weather monitoring and our most advanced weather station yet,” said AcuRite meteorologist Kari Strenfel. “Atlas provides consumers with a weather system they can depend on to accurately predict a variety of weather conditions in their exact location, rather than relying on a weather report that’s generated at the nearest news station or airport.”

The launch of products like AcuRite Atlas is part of an increasing smart home technology trend providing home and business owners with highly accurate, actionable, personalized information. Weather stations are sought-after by a wide variety of audiences from industry professionals like landscapers and farmers, to personal at-home users interested in outdoor activities and the latest technology gadgets.

Atlas allows users to quickly and easily access their data, archive it so they can look back and analyze historical information, and share it with fellow weather enthusiasts. Consumers are able to choose how they view their information, either on a high-definition touchscreen display or through remote monitoring, or both.

The high-definition indoor touchscreen display offers a quick snapshot of the day’s high and low records and graphs for each measurement to track trends. The display features an SD card slot for long-term storage of weather data.

Atlas can provide remote monitoring from any device—mobile or desktop, including via the My AcuRite smartphone app. This feature lets users view data from anywhere, even at work or on vacation, allowing them to stay connected. Customizable alerts and notifications inform of changing weather conditions that might need attention. Atlas has the capability to integrate with Amazon Echo for convenient, personalized weather reports from Alexa.

AcuRite Atlas retails starting at \$249.99 and is available at AcuRite.com.

###

About AcuRite

The AcuRite brand is owned by Chaney Instrument Co., a subsidiary of the Primex Family of Companies (PFOC) and a family-owned business headquartered in Lake Geneva, Wisconsin. Founded in 1943, Chaney Instrument Co. and its AcuRite brand are leaders in weather and home monitoring solutions. In addition to weather stations, AcuRite offers a broad line of home and environmental monitoring devices. The company is known for developing products with intuitive designs that fit seamlessly into day-to-day life, keeping people connected to the things that matter most. For more information, visit AcuRite.com.