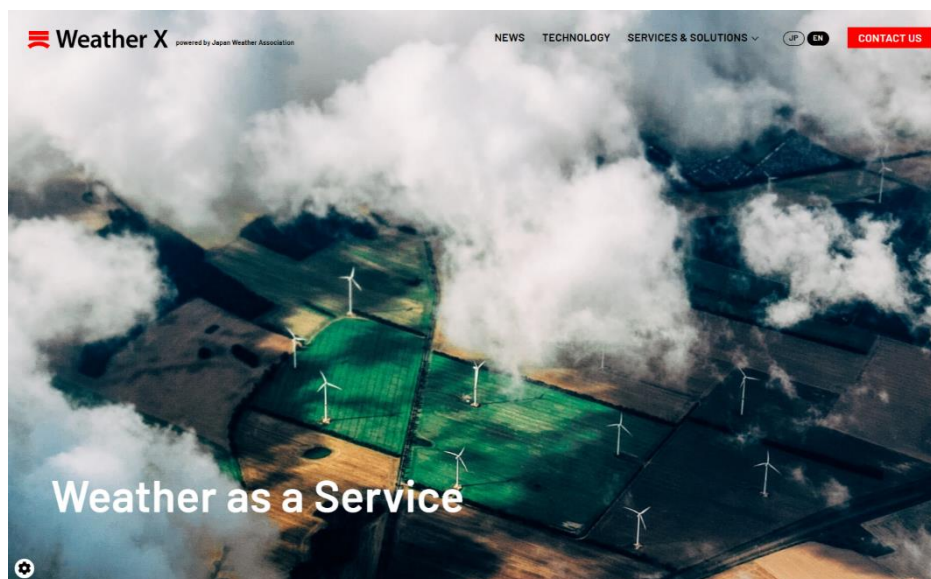




English Website is Now Available for Weather Marketing Information Platform “Weather X” ~ Introducing Ways for Global Companies to Utilize Weather Data ~

On January 30, 2025, Japan Weather Association (JWA) launched the English website for the weather marketing information platform “Weather X” (<https://weather-jwa.jp/en/>)- introducing the use of weather data in business applications.



Mission

To Enhance Accuracy in Society.
We reduce societal losses to zero by making the future predictable
through expanding the scope of meteorological data utilization.

Image of the English Website for “Weather X”

■ URL of “Weather X” Website in English

<https://weather-jwa.jp/en/>

■ Overview of the English Website “Weather X”

To date, “Weather X” has proposed business users in Japan to utilize weather data in their business operations.

The launch of the Weather X English website will allow JWA to introduce its Weather Data API Global, Product Demand Forecasting Consulting Services, and business applications of weather data to a global audience of business users.

Additionally, JWA plans to regularly publish and distribute information for global business users in the News section of the website.



■ Services to be Introduced

• Weather Data API Global

JWA provides weather data (temperature, humidity, precipitation, snowfall, wind speed, wind direction, and weather) for any location on earth* via API in JSON format.

*Data for the land areas between 72° N and 57° S, excluding Greenland.

• Product Demand Forecasting Consulting Services

JWA analyzes weather and product data to forecast product demand, optimizing inventory and reducing costs.

In addition, examples of utilization and effects for each weather data forecast period are introduced.

“Weather X” will continue to expand its services and share insights on the English website, promoting the broader utilization of weather data among business users, both domestically and internationally.

■ JWA’s Weather Marketing Project (<https://weather-jwa.jp/>)

Since November 2022, JWA has been developing the “Weather Marketing Project” to minimize societal losses, such as inefficiencies and waste, while enhancing the quality of social and economic activities, improving people’s quality of life (QOL), and contributing to a more sustainable society. Through the development of “new services utilizing weather data,” JWA aims to enhance the quality of social and economic activities while realizing a sustainable society.

