

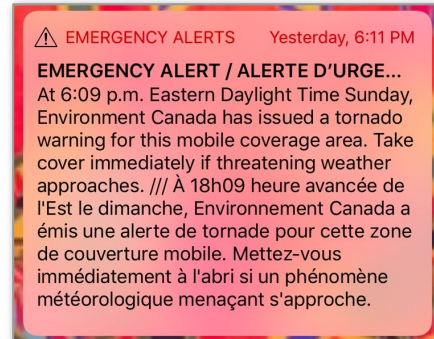
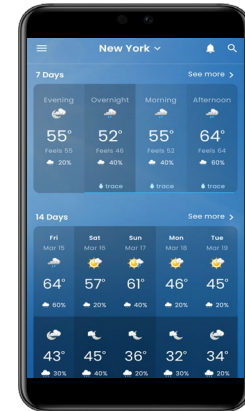


Overview of Key AI Initiatives

— Early Warning for All AI Subgroup Meeting —

Pelmorex is a trusted source of information and alerts

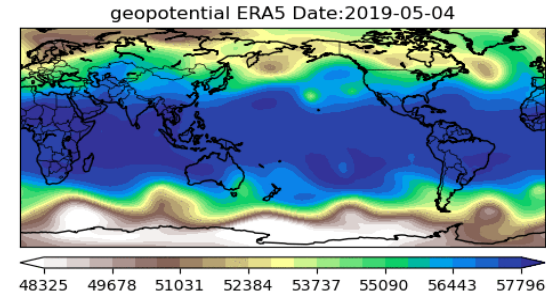
- We built and operate Canada's first and only national public alerting infrastructure, serving over 40M Canadians with 20+ different types of alerts in English and in French
- Third largest global weather and climate information provider in the world, the only one supplying public alerting solutions
- Reaching 55M+ global users monthly
- Canada's #1 Media Brand
- Distributing 70,000 alerts each year to TV, radio and wireless, including ~1,000 emergency alerts for situations posing an imminent threat to life



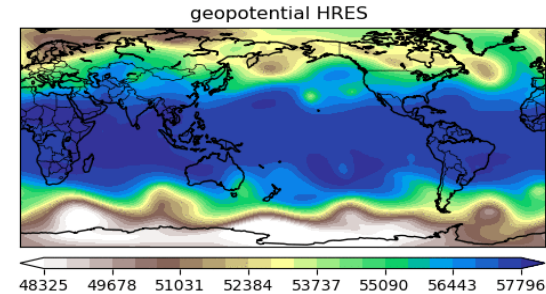
Pelmorex AI global weather forecast

Pelmorex AI global weather forecast model

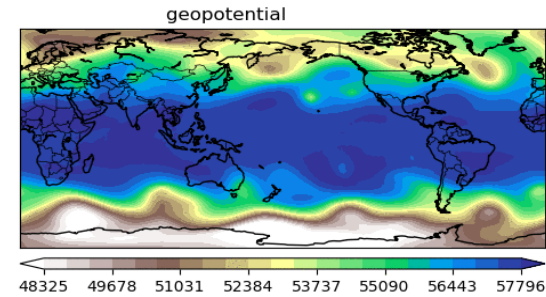
- Pelmorex leverages machine learning to create its own global weather forecast model
- Based on open-source version of GraphCast
- Pelmorex model is tailored to our own meteorological knowledge and fined-tuned using own training code
- The model has been trained on the most recent meteorological data
- Faster access to crucial data to forecast extreme weather events and natural disasters in the context of the Early Warning for All initiative



Actual



ECMWF
Weather Model



Pelmorex AI



Redefining forecast speed and accuracy

- Proprietary DL-NWP model built using 10 Mn+ gridded weather data sets
- Trained in-house on 40 years of ERA5, fine tuned on 4 years of ECMWF-HRES
- Produces a 15-day global forecast, 4 times a day, every day



Up to 25% More Accurate

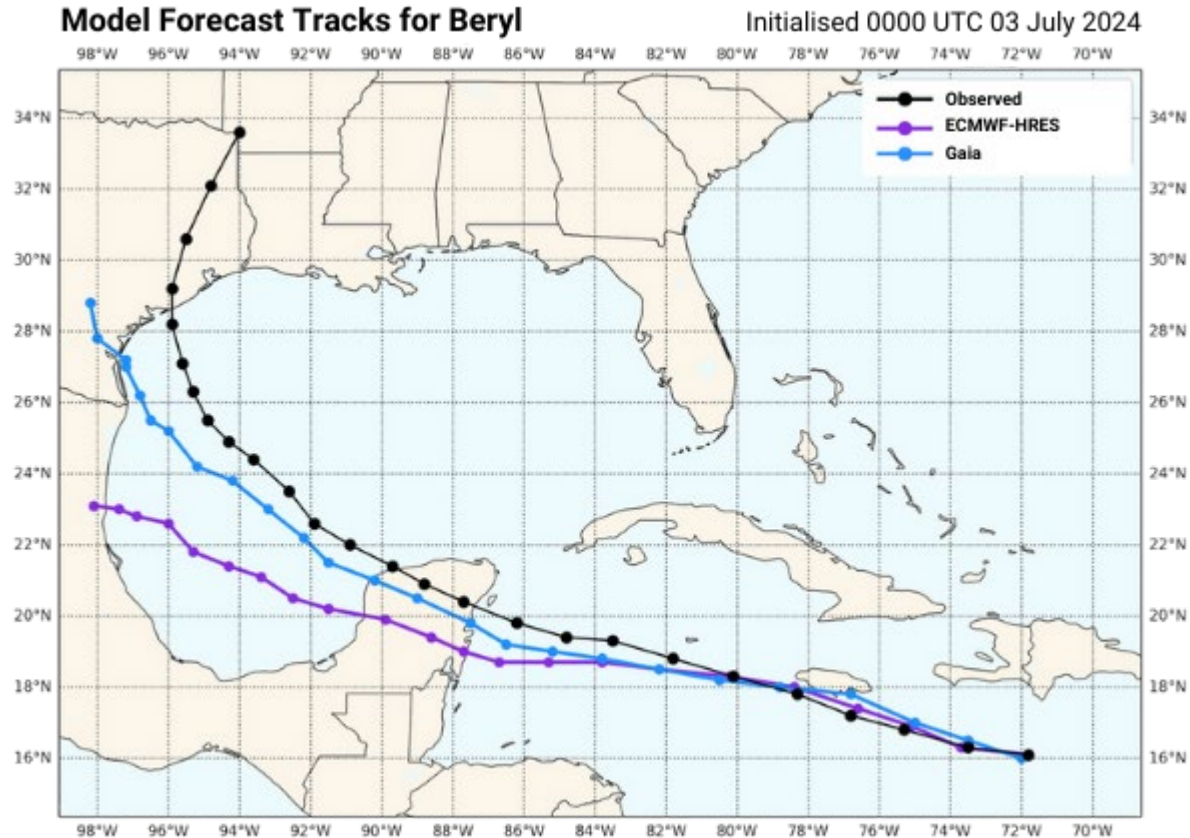
10-25% more accurate than the ECMWF-HRES in the 2 metre short-mid range temperature forecast



Forecast at least an hour before the gold standard

15 day forecast generated on a single GPU computer - at least an hour before ECMWF-HRES 10 day forecast

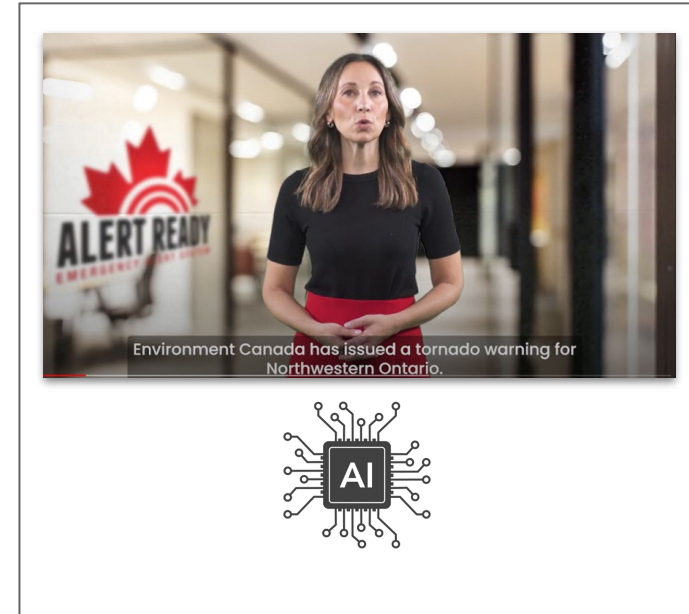
Potential for predicting extreme weather events



AI avatars

AI avatars: An innovative and effective communication tool

- AI custom Avatars to deliver timely and relevant content to various audiences or populations
- Avatar use can be leverage as part of preparedness and/or response activities to an event
- Content available in over 170+ languages
- High security standards with encrypted watermarking technology to safeguard privacy and protect against unauthorized use
- Fully customize AI videos to localize content to thousands of communities
- Continuous Support and Scalability.





Environment Canada has issued a tornado warning for Northwestern Ontario.



السلام علیکم میرے پیارے ہم وطنو! یہ پیغام آپ تک آپ کے وزیر اعظم میاں شہباز شریف کی طرف سے پہنچایا جا رہا ہے۔

Pelmorex AI committees

Ethics Committee

To ensure we do it right and with respect for our employees, partners and community

Communication Committee

To ensure we communicate the what and why of our use of AI with transparency to all stakeholders

Operational Committee

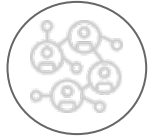
Test, learn, iterate, troubleshoot and launch

Steering Committee

To ensure all divisions of the company are informed

Future initiatives

Exploring AI-backed enhancements for early warning systems



Prevention

- Continuous risk monitoring
- Reports on risk mitigation recommendations



Early Detection

- Remote sensing aggregation (sensors, satellites, CCTV cameras, drones)
- Fast and accurate detection of early-stage perils (e.g. heat signatures, flooding, etc.)



Prediction, Response and Control

- Leverage AI/machine learning models (e.g. climate, fire propagation, flood, etc.)
- Issue early warning alerts based on location intelligence; Alert automation

**Empowering partners with critical alerting solutions to keep
people and organizations safe and informed**

We look forward to working closely with the EW4All AI Subgroup!



CONTACT



Maureen Rogers

Managing Director, Editorial & Alerting
Pelmorex Corp.

mrogers@pelmorex.com



Martin Bélanger

Director, Public Alerting
Pelmorex Corp.

mbelanger@pelmorex.com