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## Science

# Push Weather to Your Mobile Phone

[Michael Hoffman](#) (Blog) - July 13, 2006 10:54 AM

### Another way to get news content on your cell phone

New and more user friendly features are continuing to become available for mobile phone users. For example, subscribers to a new service in the California Bay Area will be able to watch short news segments on their cell phones. From sports scores and breaking news all of the way to weather forecasts, [news content will be made available](#) on WNI LiveLocal. KRON 4 will be the first news station in the US to try the service. The WNI Network currently has 83 local broadcast affiliates, with more networks scheduled to be added in the future. The service is now available for Sprint Nextel mobile subscribers.

Weathernews Inc., the company that owns LiveLocal, is a Japanese company that hopes to continue its success in the United States. Local weather from Weathernews's service will cost \$4.99 per month -- a price more cost friendly compared to competing services from the likes of Verizon's V Cast mobile-TV service.

Getting weather forecasts on cell phones and other handhelds is not something new in the United States. With help from the Global Positioning System tracking a subscriber's location, companies like WeatherBug are [able to send updated weather alerts](#) to customers. More services like WeatherBug and LiveLocal are continued to launch in the United States in the future.

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