

Vaisala  
Media Alert  
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## With launch of Strike Damage Potential, Vaisala empowers decision-makers to distinguish the most damaging lightning events

*The first-of-its-kind solution provides accurate, reliable, near real-time lightning data, enabling more informed decision-making when it matters most — anywhere in the world*

[Vaisala](#), a global leader in weather, environmental, and industrial measurement, today introduced [Strike Damage Potential](#), the newest solution within the company's industry-leading lightning damage insights. The solution enables users to compile the exact lightning data they need both during and after hazardous weather events near their facilities or assets.

“Across the globe, billions of lightning events occur every year, and the strikes that connect from the cloud to the ground, or objects on the ground, like buildings, trees, and towers, can be hazardous to life and property,” said Casey McCullar, Head of Lightning at Vaisala. “With a better understanding of which lightning events cause the most damage through precise detection, decision-makers can tell when, where, and how often these lightning events occur — and take action to protect their people and property as well as improve operational efficiency.”

Strike Damage Potential enables organizations across industries to identify both compound lightning strikes and strikes with continuing current — the lightning strikes most likely to cause damage — and proactively respond by efficiently deploying resources to reduce outage durations and minimize potential damage. The unique solution can be accessed from both the Vaisala [Lightning Integrator API](#) and the [Lightning Exporter](#) web interface to help users improve post storm investigations by accurately locating potential damage to assets, potential fire starts, and enable decision makers to quickly intervene before a problem escalates.

Vaisala's Strike Damage Potential solution can be used in numerous applications, including:

- **Land and forest management** — With near real-time compounding and continuing current lightning strike data, decision-makers can identify strikes most likely to start wildfires, helping speed land and forest area investigation to help reduce damage, prevent progressive damage, and diminish potential loss of life.
- **Power transmission companies and wind farms** — Identification within minutes of cloud-to-ground compounding and continuing current strikes, the solution empowers users to prioritize transmission line or wind farm damage investigation and efficiently deploy resources to quickly return to power service and schedule timely maintenance before the risk and impact increases.
- **Climatological and long-term asset damage analysis** — Accurate and reliable lightning data, from near real-time data and from a long historical database, supports the scientific study of the climate and detailed examination of asset damage over a lengthy period of time. Additionally, innovative

lightning measurements can improve industry standards and contracts, enabling the design of improved lightning protection systems, as well as more cost-effective warranty claim and insurance programs.

For more than 30 years, Vaisala has created the most accurate lightning detection products and services. Customers across industries trust Vaisala technology to help them make critical operational and safety decisions based on real-time storm and lightning data. For more information about the Strike Damage Potential solution, please visit <https://www.vaisala.com/en/products/strike-damage-potential>.

#### **More information for the media**

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#### **About Vaisala**

Vaisala is the world's leading provider of weather, environmental and industrial measurement solutions. Based on our 85 years of experience, we offer our customers reliable measurement solutions and services to support better decision-making, safety and efficiency. Vaisala's measurement technology is also used in space research, for example on Mars. Vaisala's head office is in Finland and employs approximately 1,800 professionals worldwide. The company is listed on the Nasdaq Helsinki Stock Exchange.

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