

## The Advent of the SMS Weather Warning Service

The Hong Kong Observatory has always strived to utilize the most advanced information technology to facilitate quick and efficient delivery of weather information to the public. Since 2004, weather warnings have already been provided to government departments using short message service (SMS). In 2005, the Observatory collaborated with the Hong Kong Wireless Development Centre (HKWDC) to develop SMS weather warning service to the public. Subsequently, HKWDC appointed Telewide Enterprises Limited (TEL) to be the system developer and supplier of the SMS weather warning service for public.

On 1 March 2006, TEL launched the SMS weather warning service for public on a trial basis, under the brand name of "WeatherTone". Upon receipt of weather warnings from the Observatory, TEL will relay the warning messages to subscribers through SMS. A service charge will be levied by TEL and the amount will depend on the number of service items subscribed. The trial service will last for one year. If the trial is satisfactory, "WeatherTone" will become a routine service for the public. For those interested in the service, please visit <http://hko.phonemall.net>.