



SECOORA Annual Meeting – Industry Panel

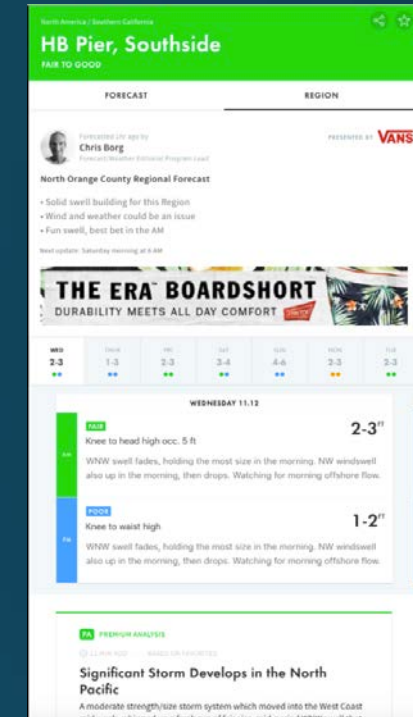
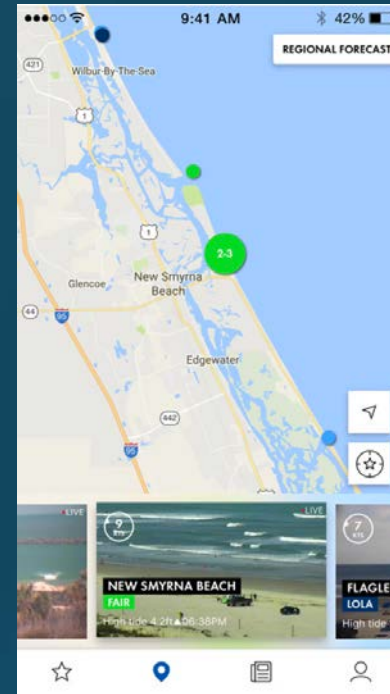
# Surflink/Wavetrak, Inc.



Surflink

# About Surfline

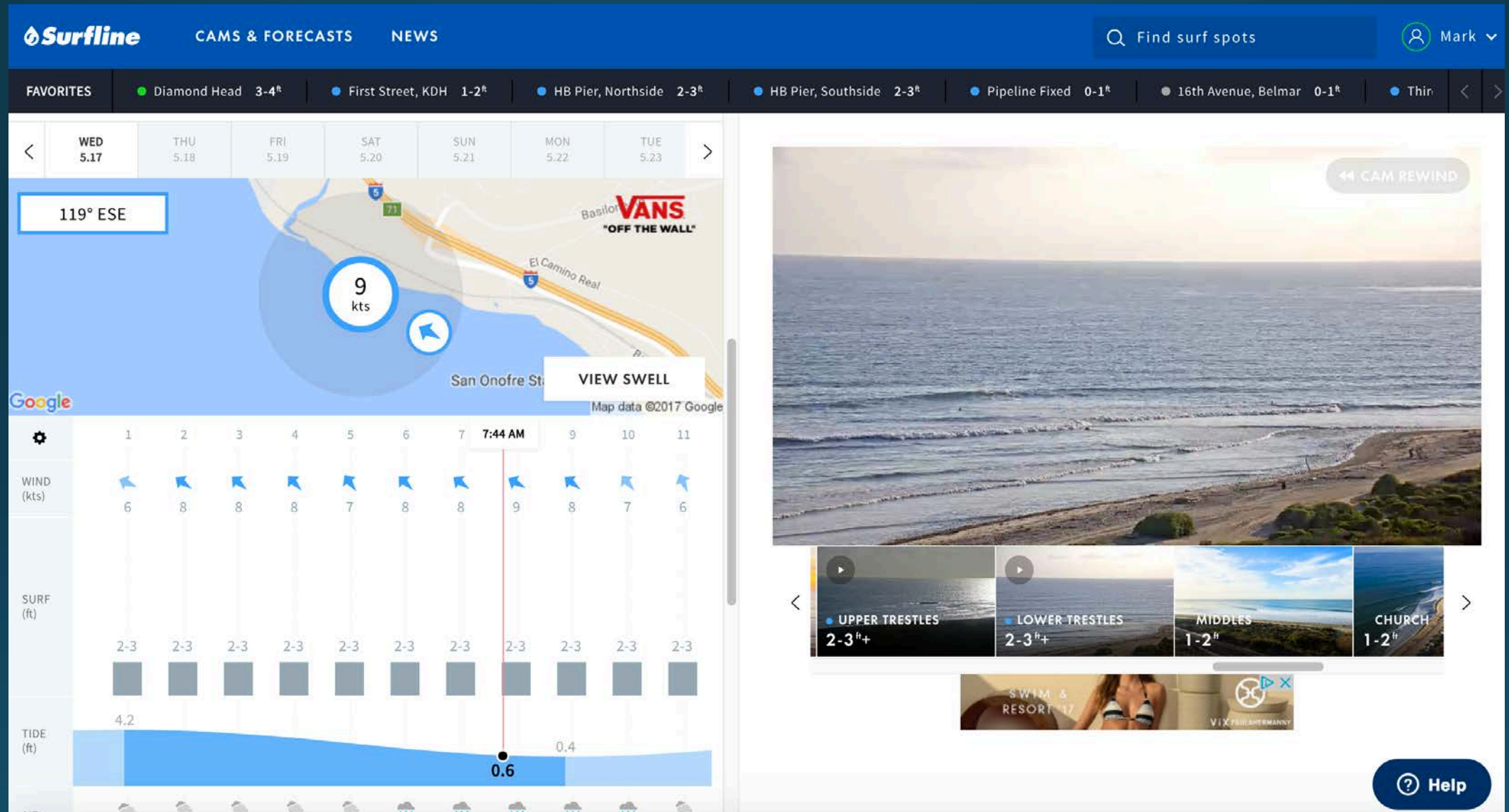
- Founded in 1985
- Started mainly for SoCal surfers
- Now Global – Surf, Fish, Marine
- ~500K page views a day
- ~80 Employees.
  - 10 Mets
  - 4 Wave Modelers/Data Engineers
- Business – subscriptions, advertising, consulting
- Wide range of relationships with academia and government agencies.
- Focus right now is on new responsive website.



Surfline



# New.surfline.com in beta mode as of Monday



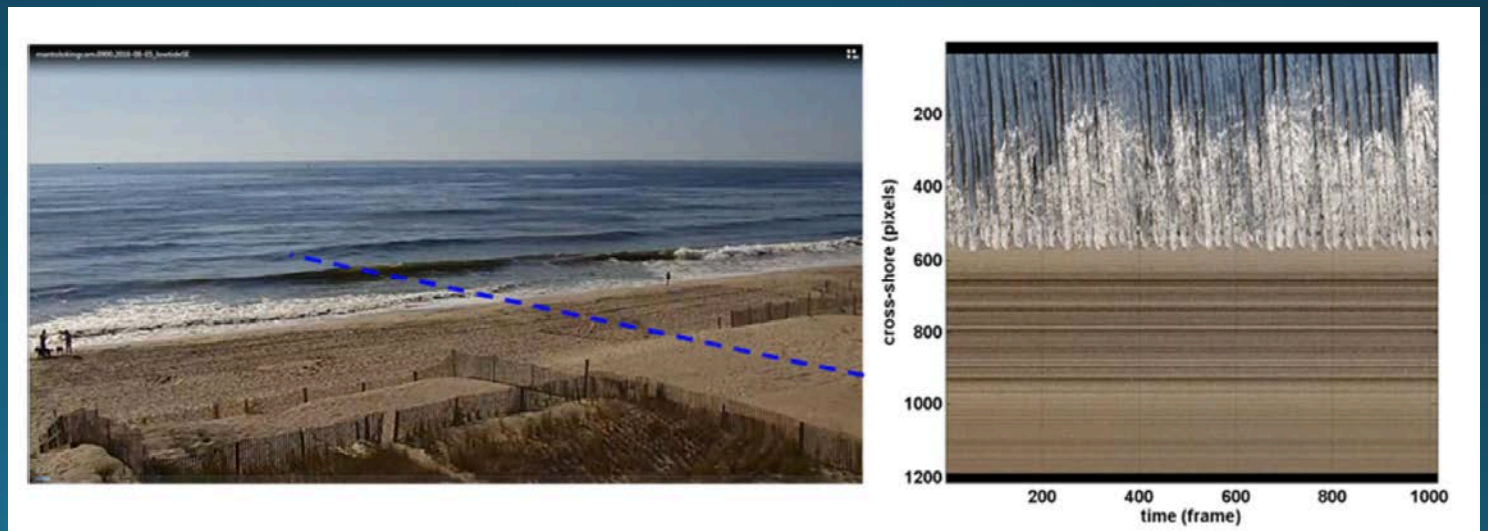
# ~450 Cams





# Examples of Cam Use (Aside from Recreational)

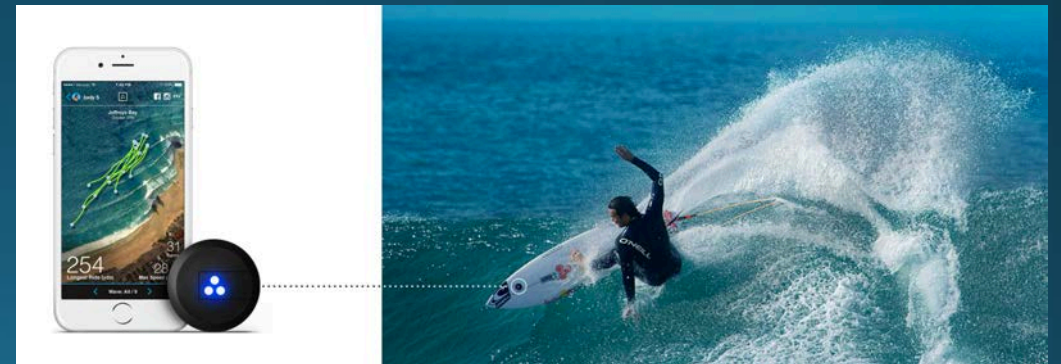
- Media syndication platform
  - <http://discover.surflife.com/syndication/>
- NWS and METOC forecasters
- Lifeguards
- USGS/Wave Runup
- IOOS/HF Radar





# Types of Data Surfline Needs

- Directional Wave Data
- Coastal wind observations
- Sensor data (i.e. length of ride - Trace)
- Shared Cams
- Water quality
- Currents
- Chlorophyll
- SST



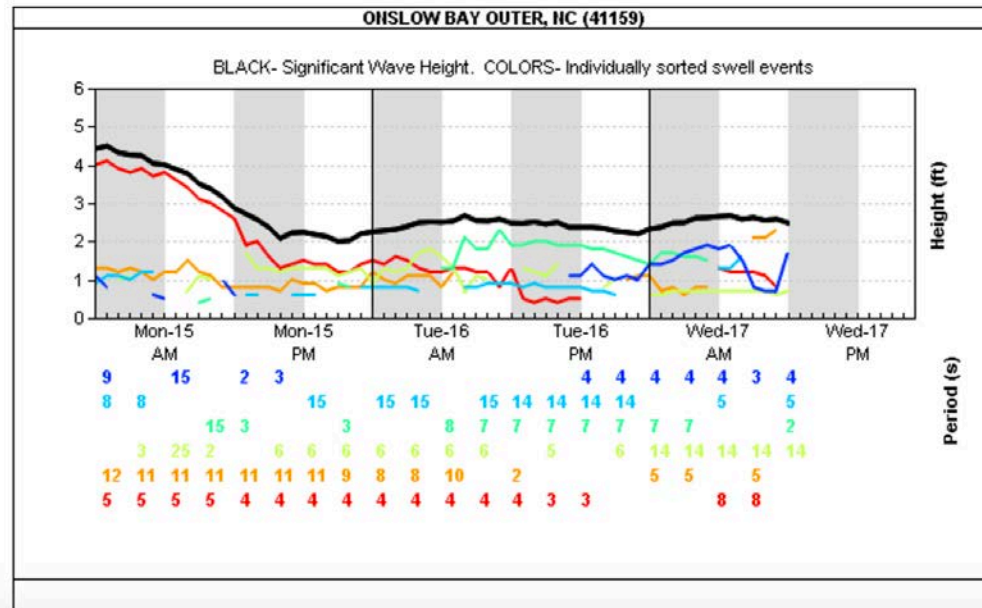
# Surfline Buoy Product

## THANK YOU SECOORA/IOOS!

### Current Data for ONSLOW BAY OUTER, NC (41159) [View on Map »](#)

Swells	Weather	Last Update
2.3ft @ 5s from 195° (SSW) 0.8ft @ 8s from 135° (SE) 0.8ft @ 13s from 110° (ESE) 0.3ft @ 11s from 104° (ESE)	Wind: - Water: 74.48°F Air: 30.2°F	05/17/2017 at 2:00 PM

Swell Heights [All Wave Periods](#) [Swell Periods > 11s](#) [Wind / Pressure / Temp](#) [Text](#) [?](#)





# How We Acquire Data

- We run a lot of models – WW3, nearshore models, WRF
- NCEP
- NDBC
- Other publically available datasets (i.e. BOM Buoys)
- 3<sup>rd</sup> Party APIs

# How SECOORA's Portal, Services, or Applications Could Help Surflife


- Water quality effort that Dwayne mentioned.
- Red Tide Model
- Currents, other ocean data on our products.
- Cams at HF Radar sites.
- Open to sharing our stuff to your portal if you are.



# Additional Data/Models/Assets SECOORA Could Develop in the Surfline “Space”

- Directional Wave Sensors
- Coastal MET sites
- Wave runup/Coastal Change Applications.
- Rip Current Applications/Observations





Thank You...  
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Surflife