SECOORA Annual Meeting – Industry Panel

Surfline/Wavetrak, Inc.
About Surfl ine

• 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.
New.surfline.com in beta mode as of Monday
~450 Cams
Examples of Cam Use (Aside from Recreational)

- Media syndication platform
  - http://discover.surfline.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!
How We Acquire Data

• We run a lot of models – WW3, nearshore models, WRF
• NCEP
• NDBC
• Other publically available datasets (i.e. BOM Buoys)
• 3rd Party APIs
How SECOORA’s Portal, Services, or Applications Could Help Surfline

- 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...

mwillis@surfline.com