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Ocean City, Md., is swarming with massive satellite trucks, newly arrived to cover Hurricane Isabel. Hovering among them in a small, white Dodge Durango is Jan Dutton, there to cover the storm and generate buzz about WeatherBug.com's free desktop weather-reporting software.

Parked along the boardwalk, Mr. Dutton says he has been applying sunscreen and chatting with beach-goers who stop to ask about his truck emblazoned with WeatherBug's logo. Inside the sport-utility vehicle, Mr. Dutton along with another WeatherBug meteorologist and a technician rely on four laptops equipped with cellular modems to transmit information from a weather station positioned on the roof.

In addition to sending real-time readings of temperature, barometric pressure, wind speed and direction, precipitation and rain rate (how fast rain falls), they take turns snapping photos with digital cameras and stay powered using the truck's 12-volt electricity system. A video camera attached to the roof of the truck streams live images of swelling ocean waves to WeatherBug's audience.

Between keeping constant tabs on weather readings, providing radio interviews to local stations and filing first-person accounts to WeatherBug users every few hours, the team has gotten little sleep since arriving Tuesday afternoon. They take turns snatching naps and taking showers in a nearby hotel.

"When the weather gets really bad, we're going to just sit in the truck and be in awe," says Mr. Dutton, who says he is more excited than nervous about being in the path of the storm.

His staying power and the looming storm seem to be paying off. WeatherBug, owned by AWS Convergence Technologies Inc. of Gaithersburg, Md., says more than 120,000 new users have registered since Monday.