Statement from Professor Steven Sherwood, Climate Change Research Centre at the University of New South Wales:

Oh dear. This is PT Barnum style bunkum. Channel 7 should have asked a meteorologist or physicist about it.

- The technical description given by the company of how it works (as far as it goes) is gibberish.
- You can't tell if a weather-modification technique (such as cloud seeding)
 works just from a few deployments. It has to be tried over many years and
 locations to create a statistically controlled experiment. Otherwise results are
 random. The interview of one farmer claiming it worked for him on one
 occasion is not evidence.
- Based on physics, this new idea is not feasible. The power involved in real atmospheric flows is many teraWatts even in a small region; the most their device could deliver (kiloWatts), even if precision targeted, would be millions of times too small to have any effect. The whole reason wind turbines work is because there is so much kinetic energy in the atmosphere that a tiny fraction of it could power society. The corollary of that is that you aren't going to be able to push the weather around with an electrically powered device. Hard to see any way around this.