

# A new way to tell your weather & traffic story

new accurate interesting detailed clear augmented  
 screen presentation weather local information report video informative traffic picture  
**visual**  
**3-D**  
**graphics**  
 radar anchors  
 technology clear

## VIEWER TESTED\*

62%

of viewers rated Max Reality excellent relative to other weather/traffic reports

64%

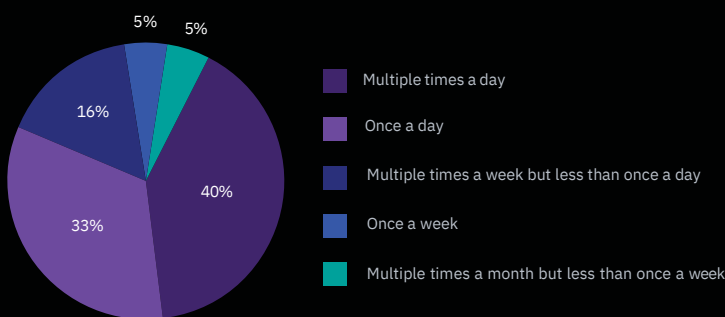
of viewers would tune in longer if Max Reality were part of the upcoming segment

69%

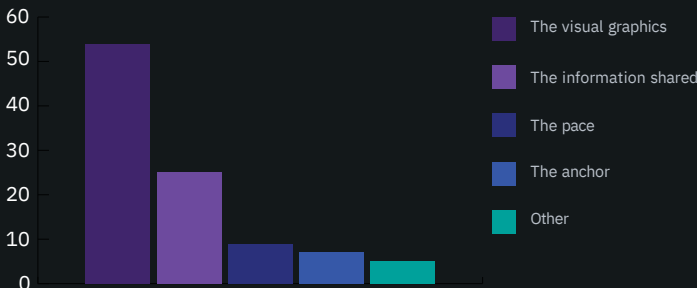
of viewers feel having Max Reality on their local TV news would positively impact their opinion on the station

## LOCAL TV AUDIENCE\*

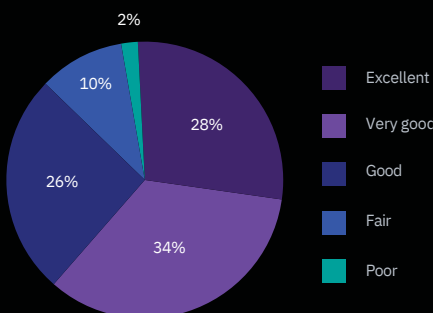
How often do viewers watch their local TV news affiliate?



## WHAT VIEWERS LIKE\*



## HOW DOES MAX REALITY RATE VS OTHER REPORTS\*



## MAX REALITY

- Be essential to your audience
- Keep your viewers coming back for more
- Use for daily life planning and safety stories
- Create engagement with relevant content

**In wall-to-wall severe weather coverage, when your audience is sampling, the presentation of dramatic storm coverage can cause viewers to take notice**



Audience-grabbing 3D visualizations



Bring viewers closer to your show with map cutouts



Highlight extreme temps, winds, or expected precipitation

Request more information about Max Reality

Visit [weathercompany.com/media](http://weathercompany.com/media) or reach us by email at [business@weather.com](mailto:business@weather.com)

Footnote: \* The Front Research Panel Report, March 28-31, 2015, a study commissioned by The Weather Company. Background and Methodology: To evaluate the appeal of augmented reality presentations during live local affiliate news broadcasts, 376 respondents in The Front Research Panel were surveyed from March 28-31, 2015. They were shown 3 augmented reality videos and asked questions to determine level of appeal.