

Max Storm

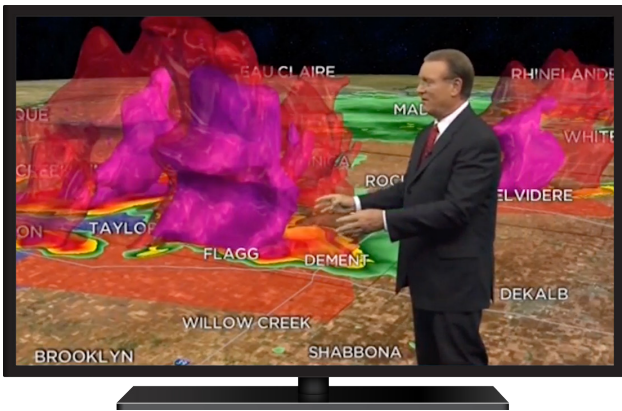


When severe weather strikes, engage viewers on every screen

Viewers turn to their televisions when severe weather strikes for the comprehensive reporting and forecasting that television news does best. This is your chance to win new viewers and build loyalty to your news brand. Live on-air or streaming across every digital screen, Max Storm gives you the compelling visualizations, detailed data, and fast, efficient workflow that makes it easier for a single presenter or an entire team to look their best when weather is at its worst.

More powerful pictures for more powerful stories

Take viewers into each storm in real time with Max 3D Radar, among the most advanced radar data in the industry. With it, you can create engaging and informative three-dimensional views of dangerous weather using data from up to five National Weather Service NEXRAD Level II Dual Polarity radar sites. Dual-pol radar products from The Weather Company, are among the most advanced in the industry, going beyond reflectivity and velocity to now provide access to correlation coefficient, spectrum width and differential reflectivity as well.



The Storm Slicer tool takes viewers even deeper, pinpointing hail cores and unveiling the most dangerous locations of the storm. Max Storm makes complex stories understandable, keeping viewers safe and winning their confidence with the best visualizations in the industry.

Keep the drama on the screen and out of the newsroom

Max Storm is built right into the Max Ecosystem for smooth work flow and maximum efficiency. That's especially important during severe weather. There's only one system to learn. Every component works together effortlessly. So, now you can be among the first-to-air with the most compelling weather news in your market and engaged with your audience on their mobile screens in ways that promote your television broadcast.



Engage your audience when they need you the most.

Extreme tools for extreme weather

Max interactivity keeps your talent on the screen and engaged with viewers during severe weather. Scene Launch makes incorporating viewer-submitted video as easy as clicking the weather map. And the Data Scope gives meteorologists an interactive tool for dissecting storms and diagramming their likely course. All the tools your weather team needs are available at the key wall or on a touchscreen, so they'll virtually never need to pre-script moves and functions.

Engage viewers through social media

Social media is part of your viewers' lives. Now it can be an important part of building your audience during severe weather events. Max Social Post Turbo engages your audience through its social media channels, encouraging them to be part of your severe weather network by sending you their photos and video of breaking news. The system is fast. User-generated content can be integrated into your broadcast and mobile platforms within 90 seconds of submission. And with Max Social Post Turbo, you can automatically schedule custom alerts ahead of the storm. When weather news breaks, you'll help keep viewers safe and your news brand top of mind.

Max Social Post Turbo With Dialog provides a continuous stream of content from your Facebook and Twitter accounts, which can be quickly vetted and added to shows in seconds.

Visit weathercompany.com/media/max-storm or reach us by email at business@weather.com.

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