



Max Velocity

Everyone on your team has a story to tell. Now, they can.

Demand for weather, climate, traffic, news, lifestyle and sports videos is increasing across platforms. Many stations are struggling to keep pace as only a handful of their team members have the skills required to use existing tools for creating content throughout the day.

To grow and maintain audiences, stations and digital publishers need a storytelling tool that allows more team members to rapidly create high-end content from remote locations and at any time without needing specialized production skills or access to professional equipment.

Expand your storytelling capabilities

Max Velocity is a streamlined, browser-based video production solution that is designed to empower your team members to create and publish videos and live streams from any location. Deployed on the security-rich Max Cloud offering, the solution provides remote access to your Max and other assets through a simplified user interface. Published content is automatically formatted and sized for each platform to accommodate your stratified audience.

Increase your output by allowing more members of your team to produce sophisticated graphics without needing specialized skills. Users can pull in existing content such as Max graphics from either your station or The Weather Company, an IBM Business.

To learn how Max Velocity can help you gain more value from your Max investment and improve your bottom line with new opportunities for monetization and digital revenue, [contact us](#).

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Max Velocity is a browser-based video production tool designed to help TV station groups and digital publishers:

- **Tell more stories** by empowering members of your team – or even sponsors - to create and publish videos without needing specialized skills or professional hardware.
- **Add insights and credibility** to stories by bringing experts and sponsors on-screen from remote locations with the click of a button.
- **Accelerate video production** with a streamlined interface that pulls in existing Max content and assets to build weather, traffic, news or sports videos and live streams.
- **Utilize a distributed workforce** by enabling users to create, publish and live stream at virtually any time and from any location.
- **Increase digital revenue** by creating and monetizing more video content.