LiveWire

Flexible presentation options for on air severe weather warnings

Key Benefits

- Fully automated for instant display when severe weather strikes
- Available Text-to-Speech engine
- Simulcast access anywhere on local network
- Flexible data display options
- Import or export of text and xml

Viewers turn to their local TV station for news more than any other source when severe weather strikes. With LiveWire you're always ready, with flexible presentation options from a world leader in weather news. Recently, the FCC instituted new regulations affecting your on-air presentation of severe weather events. LiveWire's new features help you maintain FCC compliance.

Be the first-to-air

Now you can be on air the moment serious weather is detected thanks to LiveWire's direct integration with the National Weather Service. LiveWire automatically breaks down watch and warning data so you can be first-to-air with county-by-county radar images and detailed information. Even LiveWire's control system is built for speed, allowing meteorologists and master control operators access anywhere on your network. After all, when severe weather hits and your team is scrambling to gather the story, they may not be at the console.

New FCC regulations

New FCC regulations effective November 30, 2015 require that any severe weather information presented visually must also be presented orally on the SAP channel. LiveWire's Text-to-Speech feature does just that, automatically converting crawl text to audio during serious weather events. LiveWire also speaks Spanish with Text-to-Speech. There's even a custom dictionary that helps ensure city and county names are pronounced correctly.

Designed for emergencies, and every day use

With many automated, time-saving features, LiveWire adds flexibility to your presentation while simplifying routine workflow. Quickly add a time/temperature display or a more complete "breakfast bar" display of additional weather forecast information to your newscast. Place the crawl, warning map and map text anywhere on screen and brand it with your logo or sponsorship.

With LiveWire, you can customize the priorities, update frequency and audio notification to create one of the best weather presentations in your market. You'll find that LiveWire is a useful daily production tool that can show you a fast return on your investment.

LiveWire features:

– Automatically generate Text-to-Speech (TTS) audio of the crawl message.
– Audio embedded in HDSDI (internal key) or sent as external AES audio (external key).
– User selectable audio channels for TTS audio, as well as pre-crawl tones.
– Available PC speaker output to monitor audio playback.
– .wav file creation for playback on other devices.
– User selectable male or female voice.
– Available in Spanish.

Special features for speed and flexibility:

– User-selectable HD (1080i or 720p) or SD.
– Crawl manually entered text, allowing your weather staff to add their own critical information.
– Supports standard tiff graphics, making sure that the look between day-to-day weather, severe weather racking and severe weather crawls has a consistent look and feel.
– Exports XML file, which can be used to create an automated crawl on your website. Anytime a crawl is created for on-air use, the same crawl can be created for your website. Create consistency between your on-air and online viewers.

– GPIO trigger options help increase automation by adding the ability to enable and disable the crawl via GPI, or clear output or change looks via GPI. Also can address other third-party compatible devices via GPO.
– Simulcast server makes it easy to access and control the LiveWire system by allowing it to be controlled from up to three remote Windows workstations throughout the station, such as the weather office, newsroom and Master Control. Remote access from outside the plant can be accomplished using VPN access if available.
– Display Polygon-Based Warnings allowing the more precise NWS warnings to avoid over-warning areas not under threat.
– Include radar on the DMA map for a clearer view of the threat.

About The Weather Company, an IBM Business

The Weather Company, an IBM Business, helps people make informed decisions and take action in the face of weather. The company offers the most accurate forecasts globally with personalized and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business solutions division, and its own digital products from The Weather Channel (weather.com) and Weather Underground (wunderground.com).

The company delivers around 25 billion forecasts daily. It's products include the world's most downloaded weather app, a network of 250,000 personal weather stations, a top-20 U.S. website, one of the world's largest IoT data platforms, and industry-leading business solutions.

Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media, and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business.

For more, visit theweathercompany.com

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