



Max Alert Live

Automated, hyperlocal and customized severe weather alerts

When severe weather breaks, most people look to local television as a top source for information. That means stations must be able to share watches and warnings quickly and accurately in the moments that matter most.

But speed and reliability don't always come easy. Stations often must switch to different systems for sharing critical warnings. This can create operational difficulties as well as challenges in building effective graphics that reflect the changing conditions while maintaining your branding.

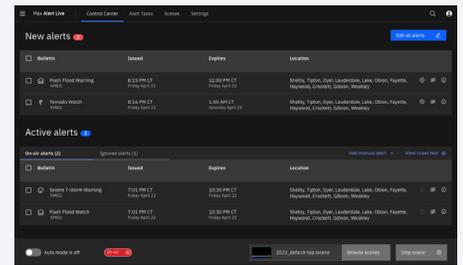
A smarter approach to severe weather alerts

Max Alert Live from The Weather Company, an IBM Business, enables stations to more rapidly broadcast severe weather news with customizable automated alerts, a user-friendly Max-based interface and a cloud deployment so you can control the action even from outside the studio.

By directly integrating data from the National Weather Service, Max Alert Live automatically triggers messages that scroll across the bottom of the screen when predetermined weather conditions occur. You can also display other optional information such as a map that provides a clearer view of hazard areas and additional weather data. Messaging can be placed anywhere on screen and feature logos for your brand or other sponsorships.

Because the solution is cloud-based, meteorologists can log in from anywhere with an internet connection to view the current situation, choose trigger conditions and control the video output. Match your current on-air look with modern graphics that dynamically adapt to the changing weather to convey the urgency of the emerging threat. Information can be set to display automatically or manually depending on the severity level. Output can also be triggered locally when no internet is available.

Together, we can build trust with your viewers through fast, accurate and engaging severe weather notifications. To find out more about Max Alert Live, [contact The Weather Company, an IBM Business, today.](#)



Max Alert Live is designed to keep your audience safe and informed by offering:

- **Fully automated watches and warnings** that instantly display crucial and potentially life-saving information from the National Weather Service
- **Rich, engaging graphics** that match your brand and can be customized by priority and frequency
- **Streamlined workflows** that use a Max-based interface in a cloud deployment so you can control the solution from anywhere with an internet connection

© Copyright IBM Corporation 2022

Produced in the United States of America
April 2022

IBM, and the IBM logo are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at ibm.com/trademark.

The Weather Company, the Weather logo, and Weather.com are trademarks or registered trademarks of TWC Product and Technology, LLC, an IBM Company.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.