Max Sky

Can help bring more viewers to your newscast and engage them longer

Max Sky produces breathtakingly realistic visualizations of your landscape and weather to give you one of the most compelling newscast in your market. Such detailed realism makes your on-air weather more informative and authoritative, helping to attract new audiences and hold their attention longer. Max Sky gives your news presentations a "wow factor" that makes your show stand out on the air in a way your audience can't help but come back for more.

Awe-inspiring, audience-building technology

It takes seriously sophisticated technology to illustrate the weather story in a simple, riveting way. Max Sky is one of the most technologically advanced weather-solutions on the market, using an enhanced version of the industry-leading Rapid Precision Mesoscale (RPM) forecast models for more-detailed, hyper-local forecast visualizations. It's packed with more than 200 cloud templates, along with precipitation and lightning animations so real your presentations can look as if you're opening a window on tomorrow's weather.

The core technology is powerful enough to render each frame in real time, creating images that project a higher level of science and accuracy. Max Sky is cutting-edge technology for compelling storytelling.
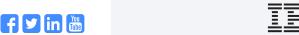
Suddenly, mornings look brighter

By presenting traffic and weather together with such engaging realism at the start of the day, Max Sky can help you win mornings. This solution is designed so that more commuters might be likely to make your news their first stop every day, adding new sponsorship opportunities to your morning show.

Elevate the viewing experience sky-high.

ibm.com/weather

Not just for weather

Max Sky can be used to produce weather and traffic presentations together for a seamless viewing experience that can hold the attention of viewers longer. Details are so sharp that local landmarks are clearly recognizable, adding visual interest to every story and elevating the on-air viewing experience beyond anything mobile devices can deliver. It's enough to make your audience look up from their cell phones.

Make forecast dazzle throughout the day

You'll want to use Max Sky throughout the day to add unprecedented realism to your weather storytelling. Advanced particle animations generate rain, sleet, snow and dramatic wind-driven precipitation. Plus atmospheric effects like realistic lightning, illuminated nighttime cityscapes and breath-taking terrain can help assure no faster way to make your weather news visibly one of the best with Max Sky.

Visit ibm.com/weather/industries/broadcast-media or reach us by email at weather@us.ibm.com.

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