Max Velocity

Frequently Asked Questions

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PRODUCT DEFINITION QUESTIONS

1. What is Max Velocity?
- Max Velocity is a template-based digital video storytelling tool that runs on a browser and allows you to produce video stories from anywhere. It is the first new product built on the Max Cloud platform.
- It facilitates weather, and other news-related storytelling by incorporating a robust mapping capability for journalists of all types from meteorologists to news journalists to tell compelling stories. The easy-to-use set of tools requires no training to tell stories that combine images, video clips, and live presenters from remote locations.

2. Can I use Max Velocity for things other than weather?
- Max Velocity can be used for telling many types of stories beyond weather, especially stories that can benefit by using a map to locate the story for the viewer.
- Yes. Sports, business, lifestyle, health, politics and culture are all areas with story lines that increasingly can benefit from the inclusion of the impacts of weather on their respective topical areas. Our video creation tools provide easy access to map displays, the inclusion of experts and storytellers and templated video production tools that can be used to tell any type of story even if weather is not the topic.

3. Who would use Max Velocity?
- <u>Local broadcasters</u> who use Max today who desire to produce many more video stories for their digital platforms, including OTT channels. They will be able to leverage weather assets produced today in Max and Prism for use in Max Velocity video storytelling.
- <u>Digital publishers</u> who wish to produce weather content for non-broadcast, digital channels who desire to go deeper into weather stories as a news story not reporting on the weather conditions but exploring the impact of weather on business, sports, lifestyle, health, climate, etc. They may also find the mapping capabilities useful for geographically locating other, non-weather related, stories for their audience. Also, to accommodate many users and platforms, Max Velocity enables all content producers to create content native to their target platforms whether broadcast (16:9) or the many digital platforms (Mobile 9:16, Social 1:1, etc.).
- <u>News Producers</u> can also use Max Velocity to tell non-weather stories. Digital publishers can use Max Velocity to rapidly produce news, sports and general climate videos – especially where a map asset would be useful in telling the story.

4. How do I get Max Velocity?
- <u>For broadcasters</u>: Max Velocity is available to anyone regardless of broadcast weather solution.
  - For those broadcasters using the Max solution, Max Velocity becomes even more powerful especially when leveraging the benefits of Max Cloud (see "What is Max Cloud" question below).
- <u>For digital publishers</u>: Businesses who do not have Max can purchase the cloud service standalone. They are entitled to all Max Velocity data and functionality.
  - You do not have to have Max to benefit from Max Velocity capabilities such as a storage locker, weather data, base maps, video production templates and forms, video creation experience, guest invitation/hosting tools and publishing tools.
  - Users who do not have Max will also benefit from Max Velocity to produce content. Max Velocity is also an opportunity for The Weather Company (TWCo) to demonstrate value in a way that competing vendors cannot.

5. What data is provided with Max Velocity?
- The Max Velocity service comes with over 45 different weather parameters (or types). A complete list is found <u>here</u> under the "Data Package List" tab. Max Velocity includes data from our new IBM GRAF model as well as data from our Weather Company SUN/SSDS data centers where we are centralizing our weather data for the future.
- Max customers will get access to the Advanced data package as part of their existing Max data service.
- International broadcasters have access to additional weather data measures that are not available to North American broadcasters due to contractual obligations. Those data items are enumerated in the list above under "TWCo and Intl Data Package". International customers or digital publishers who wish to tell a more complex story can purchase an Advanced weather data bundle.
- The structure of Max Velocity enables the future addition of content sources such as climate, health, lifestyle, etc.

6. How often will Max Velocity add new features?

- The software is all cloud-based and loaded to the browser each time a user logs in to the service. Every time we release a new feature it will show up the next time the user uses the service. Therefore, users will get new enhancements and changes every two weeks.
- When a user logs in to Max Velocity after features have been updated, they will see an update notification and an explanation of the newly added/improved components.

MAX/MAX CLOUD RELATED QUESTIONS

7. What is Max Cloud?

Max Cloud is a premium subscription service that, when used in concert with the Max Weather solution, provides new workflows and capabilities which allow collaboration between Max Weather solution users at different locations. The offering helps Max Weather solution customers maintain an increased level of redundancy and will eventually provide opportunities to run a leaner hardware footprint. The offering provides new responsive web services that can be accessed on various compute platforms. The Max Cloud premium SaaS offering can be sold to customers that don't own the Max Weather solution to support Max Velocity, a responsive web UI on various platforms used to create map-based content, with easy-to-use templates and a selection of weather data to provide content for digital and streaming outlets.

8. Is Max Velocity a replacement for Max?

- No – Max Velocity does not replace Max. It is a new product built on top of the Max Cloud platform to create digital video content.
- Max Velocity extends the Max ecosystem by enabling stories to be created outside of the studio, by anyone, using an intuitive production environment, while also leveraging the high-end, on-air graphics and rendering assets of Max.

9. What benefits does Max Velocity provide?

- Broader storytelling: the effects of climate and weather on lifestyle, property, sports, health, etc. are being covered by less weather technical people in mainstream media coverage. They need a tool that provides graphical tools like maps, weather/climate data, interview tools and publishing capabilities to tell those stories.
- Max is a very powerful and technical system designed for trained meteorologists. Max Velocity is a map/weather/climate/publishing storytelling system that requires no formal training thus expanding the number of creators that can use it.

10. Why would I want to use Max Velocity during severe weather coverage versus Max?

- You would want to use both Max and Max Velocity. They both play a critical role in severe weather coverage.
- Max and its high-end graphics should be used on-air while Max Velocity could be used to create digital content such as bringing in experts to talk about storm surge or for cut-ins.
- Also, while the on-air meteorologist is wall-to-wall using Max, another meteorologist could be using Max Velocity at home or anywhere with a browser and internet connection to create digital content, so the audience stays informed across all platforms.

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11. How does graphical content get added to Max Velocity?
- Images and videos can be uploaded from your personal computer.
- Any graphics produced with Max can be uploaded to your cloud locker for use in Max Velocity. Jobs can also be executed or scheduled through Prism and loaded into your locker.
- Content from other sources can be stored and shared similar to how cloud storage systems like Dropbox can have infinite folders referenced and shared to users.
- Max Velocity has a content discovery interface that shows each user what content they have created, common content that they can access, and content from the station group.
- There are no practical storage limits for customer-generated content. Our cloud/Max Velocity customers get a 1.5TB of storage locker, an amount that customers are likely to never use.
- In future plans, it is possible that premium content will be available for licensing in this same model through a subscribed, shared locker.
- Existing cloud customers will already have their content in their storage locker at their fingertips.

12. How does Max/Max Cloud integrate with Max Velocity?
- Max Velocity becomes more powerful when fully integrated with Max/Max Cloud.
- Loading the Max Cloud locker with all the graphical assets of a Max on-premise system enables them to be directly accessed to quickly create videos.
- Max Cloud's Prism Pro enables Max Velocity to leverage Max content and embed that content anywhere within a Max Velocity story.
- Leverage Cloud Publishing to publish to Max Mobile and other mobile apps. The Cloud Publishing system will host Max Velocity videos and serve them out to Max Mobile or through an API that customers can embed in their apps.
- Leverage our Social Publishing Engine (SND-licensed customers) to publish to Facebook, Twitter and Instagram.
- Graphics produced with Max can be uploaded to your cloud locker for use in Max Velocity. Jobs can also be executed or scheduled through Prism and loaded into Max Velocity.

13. Will other products be added to the Max Cloud ecosystem?
- Our Max Cloud platform enables sharing, scalable compute and storage, redundancy and location diversity - all components that enabled TWCo to create Max Velocity. Max Velocity is the first of what will likely be many capabilities that TWCo develops on the Max Cloud platform which is built on the IBM Cloud/hybrid cloud infrastructure.
- Our vision is to continually improve and innovate in the cloud such that Max Cloud becomes a bridge for our weather tools, The Weather Community content and other assets to deliver better, more efficient customer experiences. Our expectation is customers will help us define and prioritize what we deliver going forward.

POSITIONING QUESTIONS

14. How does putting powerful weather tools in the hands of non-meteorology storytellers change weather coverage?
- Historically weather coverage is a specialized activity done by trained meteorologists. But there are other journalistic roles covering the impact of weather on climate, sports, business, lifestyle, heath, etc. The power and simplicity of Max Velocity makes weather-based reporting available to many more content creators.
- Max Velocity also enables outside experts to contribute to specialty areas like storm surge, wildfires, avalanche, flooding, disease, climate change, etc.

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15. What are the advantages of using Max Velocity with Max Engage?

- Max Engage is a premise-based product used by a trained meteorologist to monitor weather, auto-generate videos, link to content and geo-publish to multiple endpoints.
- Max Velocity is a cloud-based product, for creating video content by content creators with no training requirement.
  - o Supports new hybrid workflows (access to Max rendered content)
  - o Control room capabilities for multi-collaboration
  - o Link and geo-publish content to multiple endpoints
  - o Create stories chronicling the impact of weather on sports, business, lifestyle, health, etc. without having to be a meteorologist

16. Can Max Velocity be leveraged across a station group that uses different vendors for broadcast and digital weather?

- A station that may not have Max as its primary weather solution can absolutely benefit from the simple, remote creation of videos by creating content especially for use with their digital platforms. While they will not benefit from the integration with Max, the station could export graphics for import into their Max Velocity locker.
- This is also an opportunity to provide contrast between the ever-expanding cloud-based Max ecosystem and competing broadcast weather solutions which have no cloud strategy.

FUNCTIONALITY QUESTIONS

16. Can I publish directly to Facebook, Twitter, Instagram and mobile?

- Video content produced with Max Velocity can be published anywhere a customer likes through their existing publishing solutions (such as a CMS).
- Social: For Max customers who have Max Social, Max Velocity will streamline your publishing experience to Facebook, Twitter and Instagram.
- Max Mobile/News Apps: Max Velocity will leverage Max Cloud Publishing (separate service) to streamline your publishing experience to mobile apps.

17. What is the output of a Max Velocity session?

- Max Velocity locally creates and renders a video file which automatically gets stored in your Max Cloud locker.
- Max Velocity will output video files that can be setup to be automatically directed anywhere for use in any app through an FTP folder, feed, CMS, feed or other means.
- In the first Max Velocity release, stations can stream a feed through their control room to SDI with 3rd party scan converter solutions.
- Future iterations of Max Velocity will support streaming to broadcast and digital destinations.

18. What type of graphics formats can be uploaded for use in a Max Velocity video and published upon completion?

- Supported graphics (below) can be directly uploaded into your Max Velocity locker from your personal computer.
- Upload Image Formats (no file limit)

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- GIF, animated GIF
- JPG, JPEG
- PNG
- Upload Movie Formats (up to 500 MB)
  - Mp4, m4v
  - Mkv
  - mpg, mpeg, mpeg4
  - Wmv
  - Mov
  - Webm
- Output Movie Formats
  - WebM, MP4

19. Can I modify Max Velocity content to match my organization's branding?

Max Velocity scenes are created through the included templates and forms which can be edited with branding marks and colors by the customer to match their visual identity.

20. What are Max Velocity's advertising options?

- The output of Max Velocity is video that can be monetized with traditional methods like pre-roll ads and sponsorships. Those videos can also be included in premium content streams.
- Sponsor-sold segments: A sponsor's logo or treatment could be overlaid on the form utilized to produce each particular scene. It could persist across all forms for the length of the scene or limited to only selected sections.
- Native sponsors: Max Velocity enables the incorporation of content sponsors within the context of a story. For example, interviewing ski areas on current snow conditions or consulting tire dealers on seasonal traction preparation. In some cases, third parties may choose to use Max Velocity to create and contribute sponsored content that is of relevance and interest to consumers. These new story creators will generate shear volume which increases engagement and monetization opportunities.

21. Can I use Max Velocity from my phone?

- The Max Velocity user experience is designed as a responsive browser app that can be used from a desktop/laptop or tablet.
- Max Velocity will enable a guest to appear in a recorded video using only their mobile phone and browser. An invite can be texted to the participant who uses their mobile camera and mic to appear in a recorded segment.
- In subsequent iterations the user experience will be optimized for the smaller screen sizes of mobile phones.

22. Does Max Velocity have any hardware or OS requirements?

- Max Velocity has no hardware requirements. The only requirement is an up to date, mainstream browser.
- Max Velocity uses native, local device assets such as microphones and cameras to create and render videos.

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23. Can Max Velocity work with someone else's data? National broadcasters around the world often need to work with local data.

- Max Velocity can import images and movies created from an outside source.

- Max Velocity does not support the ability to display unique data on a customer-to-customer basis. However, Max Velocity does support the ability to display Max graphics and Max does have "Local Data Ingest" which allows for customers to import grib and metar data into Max.

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