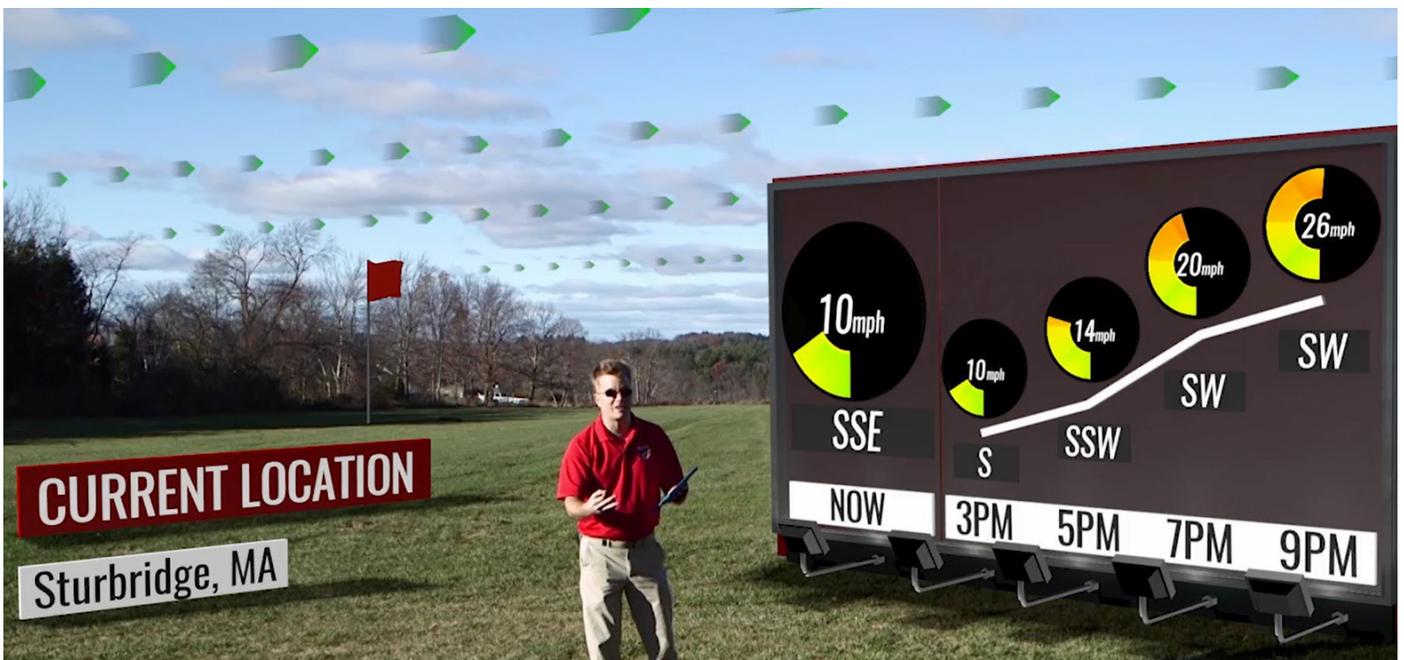


Max Reality

A big change to help make a big difference to your mornings





In a 2015 survey...
Max Reality
appealed to 62%
of participants²

64% will stay
tuned in longer if
Max Reality is
coming up in the
next segment³

Viewers are shifting to mobile for news and information.¹ You need to get them back with weather and traffic presentations they can only see on the big screen. Max Reality visualizes weather data in a whole new way, using advanced augmented reality technology to create dynamic, 3D images of storms and atmospheric events that make even routine weather look fascinating.

Made for the big screen

With Max Reality, you'll create a presentation that takes the graphics off the wall or monitor and puts it in front of the presenter for a more engaging storytelling experience that differentiates your brand and helps draw new viewers at first sight. It's a visual presentation that makes best use of the big screen format, rewarding television viewers with an immersive experience that they just can't get on most other platforms. Since Max Reality works with your presenters' familiar Max workflow, they'll easily deliver a weathercast with sizzle and interest to help engaged viewers stay tuned in longer.

Unlike most other AR systems, Max Reality can incorporate traffic data and graphics, adding another dimension to the story to show how weather can affect your viewers' daily commute.



More bang, fewer bucks

Our media customers have come to expect the best graphics, user experience and work flow design from The Weather Company, an IBM Business (Weather) and Max Reality delivers. The Weather Company is one of the first to distill what had been an expensive, labor-intensive Augmented Reality production process down to a module in the familiar Max ecosystem.

One of our first Max Reality customers had been expecting to add more producers just to power the AR system pitched by another company. But they discovered that Max Reality fully integrated into their workflow immediately, without the need for additional staff, helping them manage training time and labor costs.

In a contest, there's no contest

During severe weather, when viewers are running the dial and sampling different stations to find the latest news, Max Reality creates 3D visualizations designed to stop them cold. The weather images are so powerful, and your talent's interaction with them so engaging, your competitors might as well be on the radio. Max Reality is brand-building, audience-building television.

Your talent stays in the picture

Max Reality's 3D imagery is fully immersive, so your talent can stay on camera without the need to turn their back on the viewer, literally going inside weather events to tell a more engaging story. This is mesmerizing storytelling that can hold on-air audiences longer and bring them back more often.

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. Its 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



Footnote

1 The Front Research Panel Report, March 28-31, 2015, a study commissioned by The Weather Company. Background and Methodology: To evaluate the appeal of augmented reality presentations during live local affiliate news broadcasts, 376 respondents in The Front Research Panel were surveyed from March 28-31, 2015. They were shown 3 augmented reality videos and asked questions to determine level of appeal.

2 Ibid, 2015.

3 Ibid, 2015.

© Copyright 2017 The Weather Company, an IBM Business

The Weather Company, an IBM Business
400 Minuteman Rd
Andover, MA 01810

Produced in the United States of America
August 2017

IBM, the IBM logo and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. The Weather Company®, The Weather Company® and device, are trademarks or registered trademarks of TWC Product and Technology, LLC, an IBM Company. 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 www.ibm.com/legal/copytrade.shtml.

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 of condition of non-infringement.

IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

The performance data and client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on the specific configurations and operating conditions. It is the user's responsibility to evaluate and verify the operation of any other products or programs with IBM product and programs.

Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, misappropriated or misused or can result in damage to or misuse of your systems, including for use in attacks on others. No IT system or product should be considered completely secure and no single product, service or security measure can be completely effective in preventing improper use or access. IBM systems, products and services are designed to be part of a lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective. IBM does not warrant that any systems, product or services are immune from, or will make your enterprise immune from, the malicious or illegal conduct of any party.