Max Reality

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

The
**Weather
Company**
An IBM Business
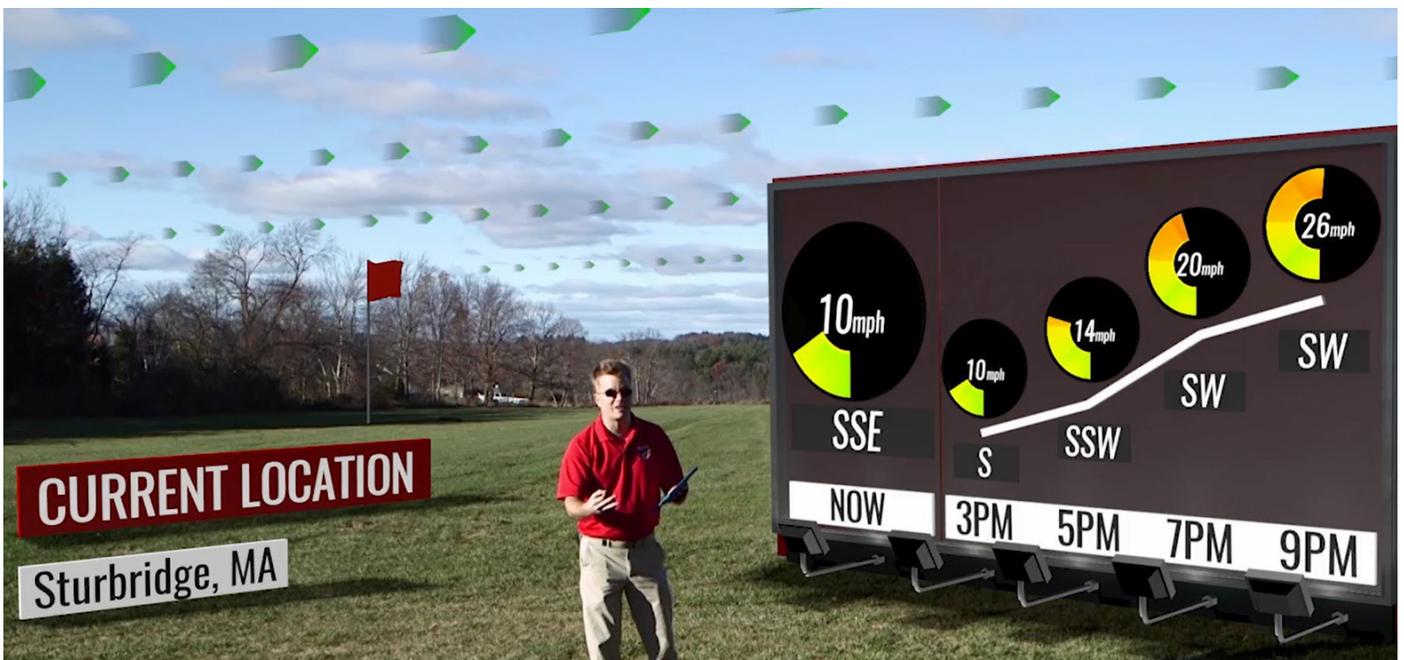
In a 2015 survey...[1]
Max Reality appealed to 62% of participants[2]

64% will stay tuned in longer if Max Reality is coming up in the next segment[3]

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. 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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