

Max Studio

How technology can provide your talent the interactivity needed to hold your audience to the next hit—and beyond

Max Studio uses patented MagicTRAK™ technology to provide your talent interactivity while in Chroma Key or from the touchscreen for compelling weather stories. Plus, Scene Launch functionality and Interactive Panels allow your talent to quickly add interactivity and unique visuals, especially in the morning when variety is key to increasing your audiences' time spent viewing.



Interactive engagement on-air helps hold audiences to the next show and beyond. Max Studio's complete in-key tool set allows talent to stay on camera during disruptive weather. All the tools your weather presenter needs are available at the key-wall or touchscreen.



Increasing viewer engagement and delivering critical information is important. Keep your weather team front and center and ON-CAMERA when delivering everyday weather.

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



© 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.