

A new way to tell your weather & traffic story

new accurate interesting detailed technology clear graphics augmented screen presentation radar anchors local weather informative video report picture traffic

VIEWER TESTED *

62%

of viewers rated Max Reality excellent relative to other weather/traffic reports

64%

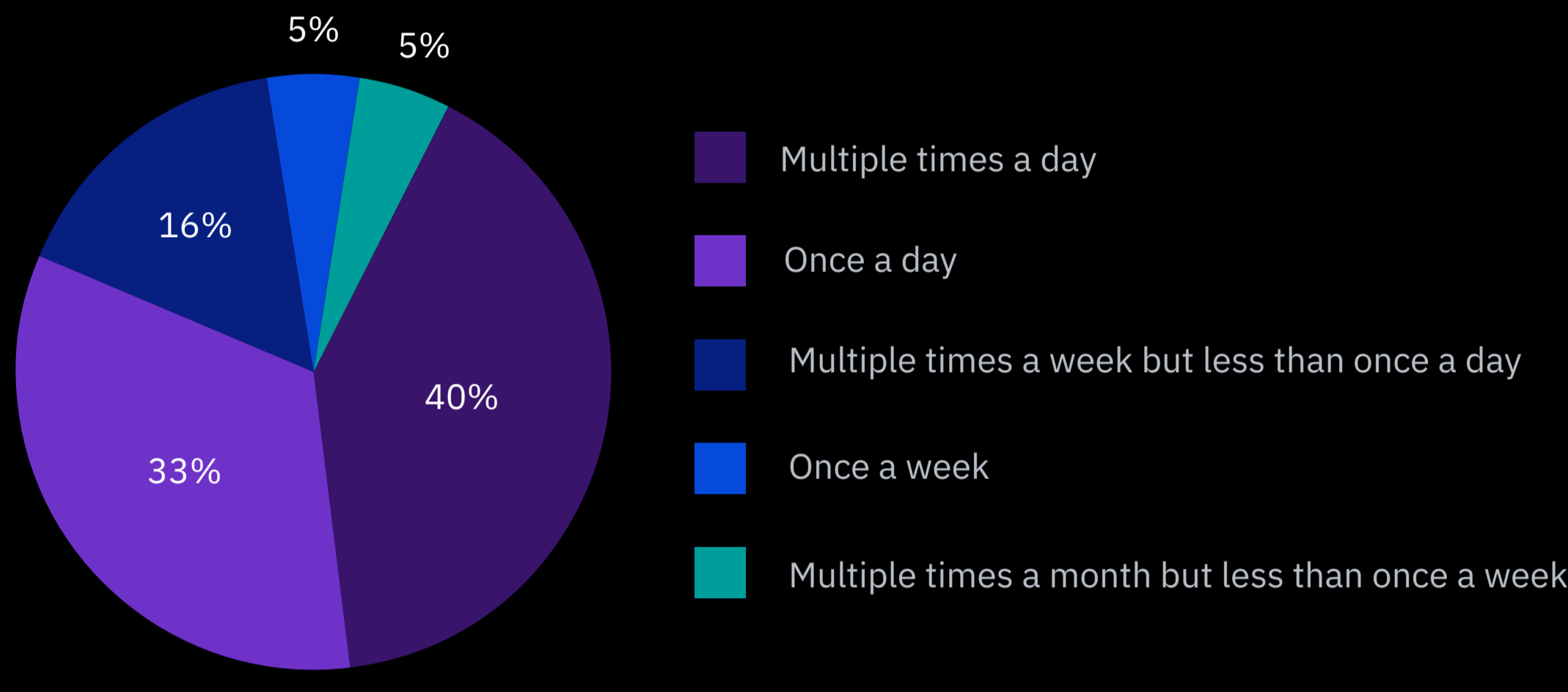
of viewers would tune in longer if Max Reality were part of the upcoming segment

69%

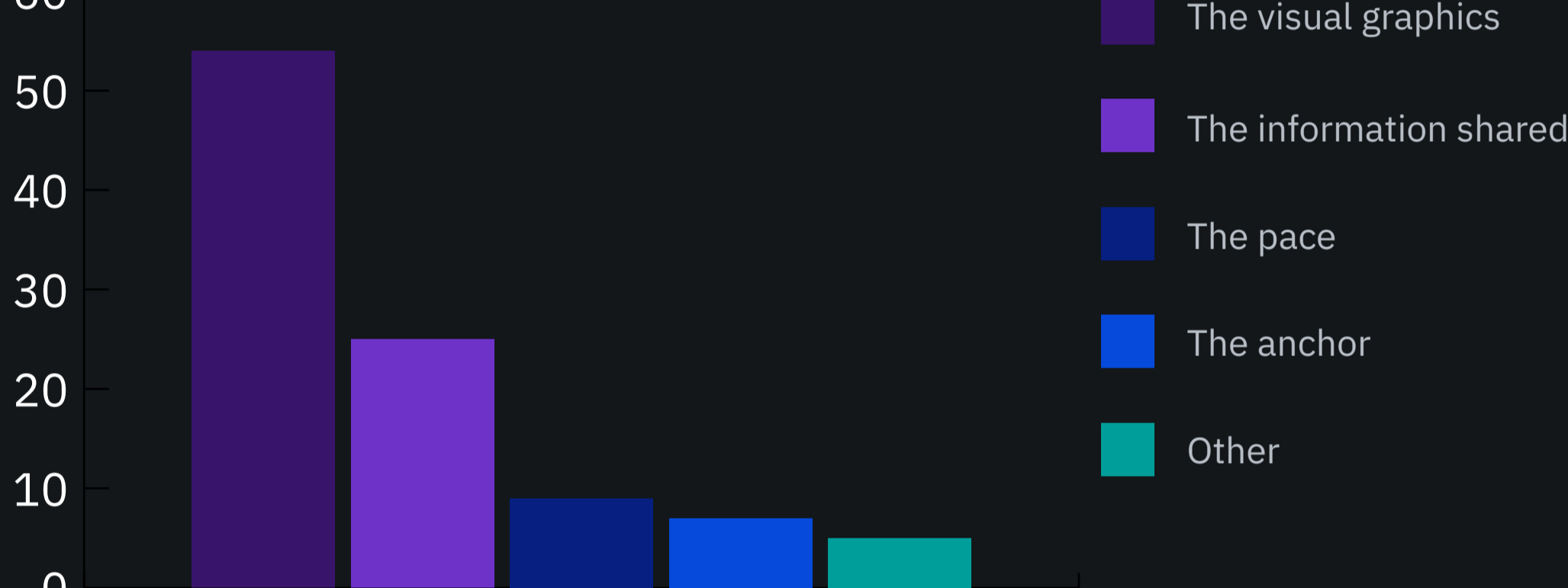
of viewers feel having Max Reality on their local TV news would positively impact their opinion on the station

LOCAL TV AUDIENCE *

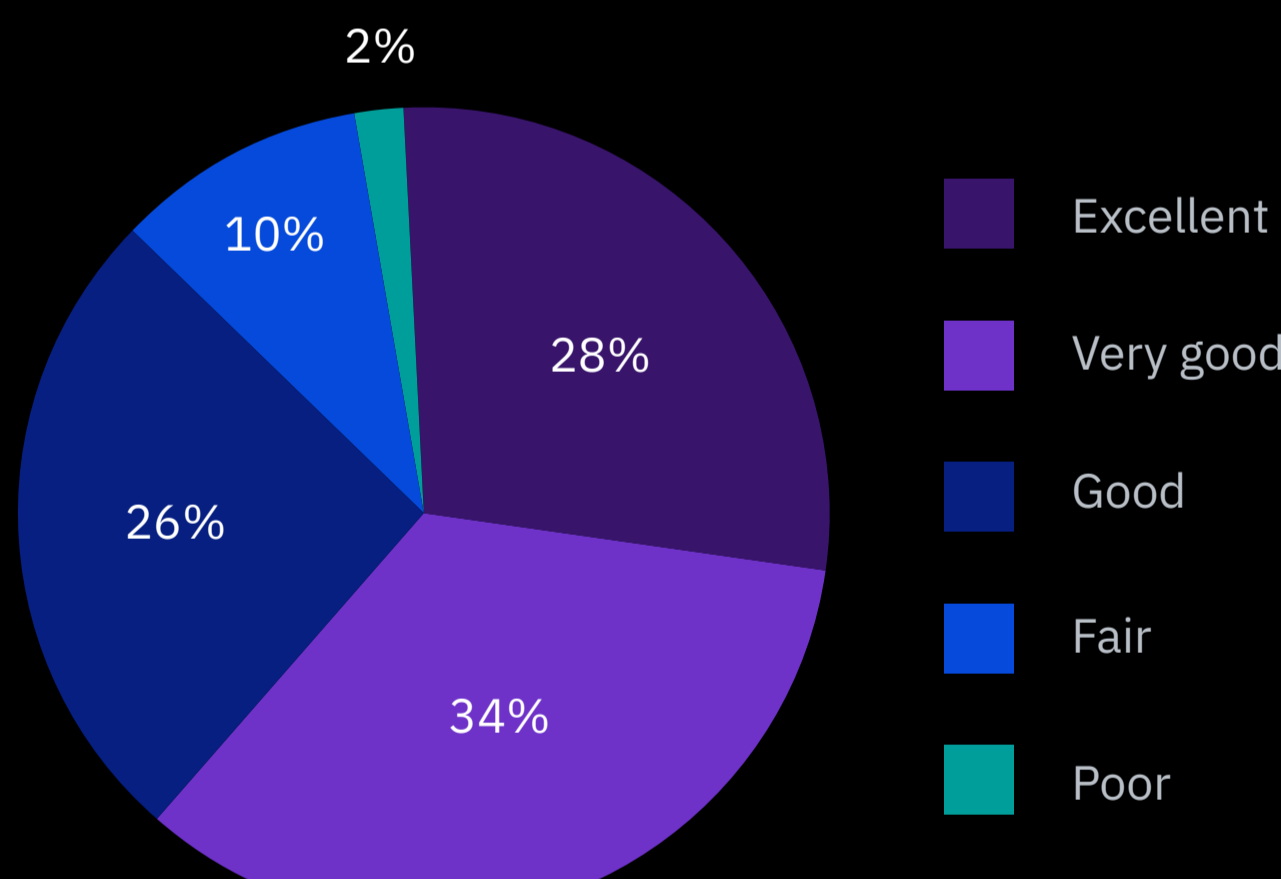
How often do viewers watch their local TV news affiliate?



WHAT VIEWERS LIKE *



HOW DOES MAX REALITY RATE VS OTHER REPORTS *



MAX REALITY

- Be essential to your audience
- Keep your viewers coming back for more
- Daily Life Planning
- Safety - Life and Property
- Create engagement with relevant content

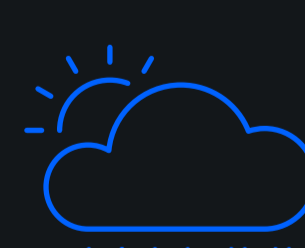
In wall-to-wall severe weather coverage, when audience is sampling, the presentation of dramatic storm coverage can cause viewers to take notice



Audience-grabbing 3D visualizations



Bring viewers closer to your show with map cutouts



Highlight extreme temps, winds, or expected precipitation

Request more information about Max Reality

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



Footnote: * 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.

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