

# Max Sky

Bring more viewers to your newscast and engage them longer





Elevate the  
viewing  
experience  
sky-high.

Max Sky produces breathtakingly realistic visualizations of your landscape and weather. Such detailed realism helps make your on-air weather more informative, helping to attract new audiences and hold their attention longer. Max Sky gives your news presentations a “wow factor” that makes your show stand out on the air in a way your audience can’t help but come back for more.

#### Awe-inspiring, audience-building technology

It takes seriously sophisticated technology to illustrate the weather story in a simple, riveting way. Max Sky is years ahead of anything else on the market, using an enhanced version of the industry-leading RPM forecast model for more detailed, hyper-local forecast visualizations. It’s packed with more than 200 cloud templates, along with precipitation and lightning animations so real your presentations will look as if you’re opening a window on tomorrow’s weather.

The core technology is powerful enough to render each frame on demand, creating images that project a high level of science and accuracy. Max Sky is cutting edge technology for compelling storytelling.

#### Suddenly, mornings look brighter

By presenting traffic and weather together with such engaging realism at the start of the day, Max Sky can help you win morning viewers. Commuters will quickly make your news their first stop every day, adding new sponsorship opportunities to your morning show.

#### Not just for weather

Max Sky can be used to produce weather and traffic presentations together for a seamless viewing experience designed to hold the attention of viewers longer. Details are so sharp that local landmarks are clearly recognizable, adding visual interest to every story and elevating the on-air viewing experience.



### Make forecasts dazzle throughout the day

You'll want to use Max Sky throughout the day to add unprecedented realism to your weather storytelling. Advanced particle animations generate rain, sleet, snow and dramatic wind-driven precipitation. Plus atmospheric effects like realistic lightning, illuminated nighttime cityscapes and breath-taking terrain will help make your weather news visibly the best with Max Sky.

### 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](http://weather.com)) and Weather Underground ([wunderground.com](http://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](http://theweathercompany.com)



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