

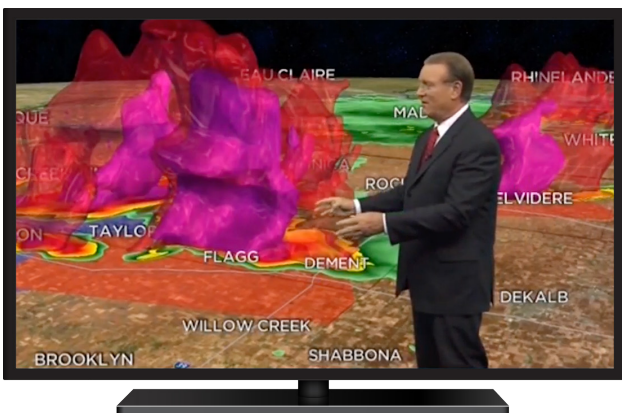
# Max Storm

When severe weather strikes, engage viewers on every screen

Viewers turn to their televisions when severe weather strikes for the comprehensive reporting and forecasting that television news does best. This is your chance to win new viewers and build loyalty to your news brand. Live on-air or streaming across every digital screen, Max Storm gives you the compelling visualizations, detailed data, and fast, efficient workflow that makes it easier for a single presenter or an entire team to look their best when weather is at its worst.

## More powerful pictures for more powerful stories

Take viewers into each storm in real time with Max 3D Radar, among the most advanced radar data in the industry. With it, you can create engaging and informative three-dimensional views of dangerous weather using data from up to five National Weather Service NEXRAD Level II Dual Polarity radar sites. Dual-pol radar products from The Weather Company, an IBM Business, are among the most advanced in the industry, going beyond reflectivity and velocity to now provide access to correlation coefficient, spectrum width and differential reflectivity as well.



The Storm Slicer tool takes viewers even deeper, pinpointing hail cores and unveiling the most dangerous locations of the storm. Max Storm makes complex stories understandable, keeping viewers safe and winning their confidence with the best visualizations in the industry.

## Keep the drama on the screen and out of the newsroom

Max Storm is built right into the Max Ecosystem for smooth work flow and maximum efficiency. That's especially important during severe weather. There's only one system to learn. Every component works together effortlessly. So, now you can be among the first-to-air with the most compelling weather news in your market and engaged with your audience on their mobile screens in ways that promote your television broadcast.



**Engage your audience  
when they need you  
the most.**

## Extreme tools for extreme weather

Max interactivity keeps your talent on the screen and engaged with viewers during severe weather. Scene Launch makes incorporating viewer-submitted video as easy as clicking the weather map. And the Data Scope gives meteorologists an interactive tool for dissecting storms and diagramming their likely course. All the tools your weather team needs are available at the key wall or on a touchscreen, so they'll virtually never need to pre-script moves and functions.

## Engage viewers through social media

Social media is part of your viewers' lives. Now it can be an important part of building your audience during severe weather events. Max Social Post Turbo engages your audience through its social media channels, encouraging them to be part of your severe weather network by sending you their photos and video of breaking news. The system is fast. User-generated content can be integrated into your broadcast and mobile platforms within 90 seconds of submission. And with Max Social Post Turbo, you can automatically schedule custom alerts ahead of the storm. When weather news breaks, you'll help keep viewers safe and your news brand top of mind.

Max Social Post Turbo With Dialog provides a continuous stream of content from your Facebook and Twitter accounts, which can be quickly vetted and added to shows in seconds.

Visit [ibm.com/weather/industries/broadcast-media](http://ibm.com/weather/industries/broadcast-media) or reach us by email at [weather@us.ibm.com](mailto:weather@us.ibm.com).

© Copyright IBM Corporation 2019

The Weather Company, an IBM Business  
1 New Orchard Road  
Armonk, NY 10504

Produced in the United States of America  
November 2019

IBM, the IBM logo, ibm.com, and Watson are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. 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 <http://www.ibm.com/legal/us/en/copytrade.shtml>

The Weather Company® and the Weather® logo are trademarks or registered trademarks of TWC Product and Technology, LLC, an IBM Business.

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 performance data and client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions.

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 OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.