

Max Basic

Designed to deliver big-time production value while managing costs

The Weather Company, an IBM Business, understands that our flagship Max Ecosystem may not be the right fit for clients who broadcast in a smaller market or want to create weather and traffic briefings for non-broadcast purposes.

Max Basic helps relieve cost pressure by offering the same industry-leading Max graphics engine and data models while reducing the number of required workstations. This consolidation of equipment makes the solution potentially more suitable for developing operations with limited users, resources and budgets.

Support greater production value while minimizing costs

As part of the Max Ecosystem, Max Basic enables the flexibility to add new features and capabilities as your needs grow and change.

The solution is designed to deliver:

- **Lower** upfront investment that yields higher, more rapid returns on new sponsorships.
- **Reduced** hardware footprint for managing maintenance costs.
- **Improved** processes with professionally built scenes as well as weather and traffic data that is virtually always-on.
- **Greater** customization and control through an intuitive user interface.
- **Simultaneous** posting of on-air, web, and social content for richer storytelling.

To learn more about Max Basic, visit ibm.com/weather.

Max Basic helps stations:

- **Minimize costs** while driving revenue through increased viewership and deeper engagement.
- **Streamline processes** with an intuitive interface built using decades of experience with TV news professionals.
- **Save time** by utilizing professionally designed, pre-built weather and traffic scenes.

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