Max Studio

Keep your talent on the air

Dynamic storytelling is critical to creating an engaging weathercast. If you rely too heavily on static maps and traditional approaches, you risk losing your audience to larger services with a broader reach and flashier presentations.

As a local broadcaster, your recognized talent and unique knowledge of your market can provide you with a competitive edge over national services, but only if your meteorologist can present the weather in a way that is both interesting and understandable.

Stay on the air

Max Studio is an add-on to the Max system that allows meteorologists to interact with visualizations while remaining on-air. The solution uses patented MagicTRAK technology to help ensure the tools your talent needs are available at the chroma key or touchscreen so they can remain on camera especially during breaking weather coverage. Help your meteorologists improve the weathercast by interacting live with telestration tools or advancing to the next scene.

Max Studio is designed to help you drive viewership by making your on-air presentation:

– **Interactive** by placing all the tools your meteorologist needs at the touchscreen or chroma key.

– **Engaging** by enabling talent to update and edit the weathercast while on the air.

– **Unscripted** by incorporating and responding to social media content during the broadcast.

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Users can launch a new scene – even from within another scene – or present your scenes interactively in any order in the moment, helping to enhance your presentation with greater flexibility. You can also create and share multiple levels of weather information as needed, all without leaving the touchscreen or chroma key.

Max Studio is also built to invite your viewers into the weathercast. Incorporate viewer-submitted stories from social media while live on the air. Talent can also respond live to social posts to facilitate unscripted conversations during breaking weather, all without stepping off camera.

With these features, Max Studio is designed to help you:

Increase viewership
through a more dynamic weathercast.

Drive engagement by fostering conversation with viewers through social media.

Improve understanding by allowing talent to use telestration and other tools to tell a clearer, more accurate weather story.

To learn how Max Studio can help your meteorologists step up the weathercast without stepping away, click here.