

Weather Company Max Weather

A Cirrus-based solution for your
weather broadcasting needs

For years, The Weather Company, an IBM Business' Max ecosystem has helped advance the innovation of weather visualizations as an industry leading weather production system. Now they've taken another leap in innovation: Weather Company Max Weather powered by Weather Company Max Cirrus.



Max Weather is an on-demand solution delivering weather information and content over the Cloud through our innovative Max Cirrus product. With Max Weather, you get the tools you need to deliver great weathercasts through a Cloud-based data delivery solution that's simple to manage and easy to use.



Radar

Tomorrow's forecast calls for Max Cirrus

- Lower upfront costs for higher, faster returns on new sponsorships
- Professionally built scenes and up-to-the-minute data
- Works seamlessly with the Max ecosystem for one of the industry's only fully integrated multiplatform publishing solution
- Ideal for smaller stations with limited IT resources and smaller budgets
- Features a simple-to-use interface for customization and control
- Use on-air and social media content for richer storytelling
- Includes:
 - Comprehensive data package
 - World-wide satellite imagery
 - Tropical package
 - Custom scene creation
 - Optional Weather Company Max Studio Interactivity



Easy to use interface

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) and Weather Underground (wunderground.com).

The company delivers around 25 billion forecasts daily. Its 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



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