

# Max Differentiation Techniques

## Overview

Differentiating your weather presentation is key to increased viewership, ratings and advertising dollars. The Max Platform offers a multitude of tools to help users produce a truly unique weathercast. These innovations represent our commitment to your success.

The following topics are covered in this document:

- [Max Earth differentiation](#)
- [Custom icons and color tables](#)
- [HD materials](#)
- [Event Engine](#)
- [Data Driven Properties](#)
- [Max Interactivity](#)
- [3D Extrusions and Precipitation Particles](#)

## Max Earth differentiation

Users can manually color political boundaries, giving users virtually endless options. Political boundaries in this instance refer to “borders”—the same borders your users are likely utilizing on map scenes. These layers can be set to various options: countries, states and provinces, or counties. We also offer many similar scenes that are ready for users to download.

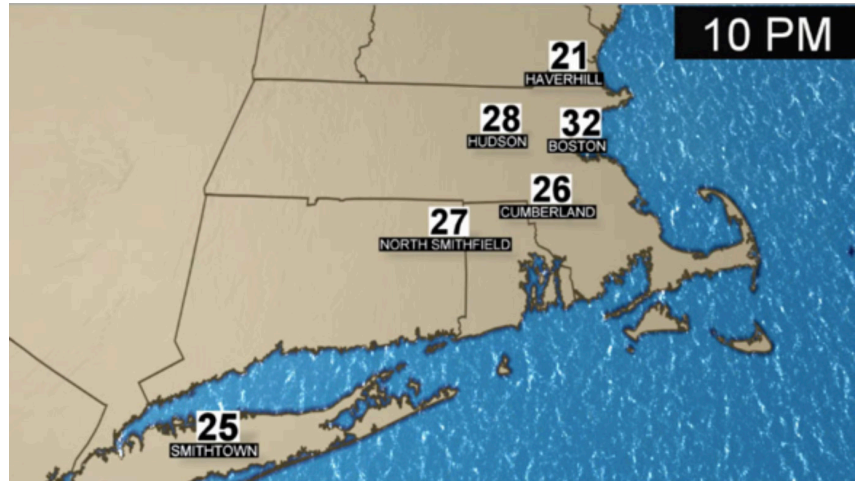


Figure 1 Max Earth differentiation

The Earth Environment layer in Max houses four features you can blend to create a more realistic graphic. Atmospheric haze, enhanced water, moon phases and nighttime lights can set your presentation apart from the competition.

Resources available for Earth differentiation can be found here:

### Webinars

- [Max Differentiation webinar](#)
- [Earth Environment](#)

### Scenes for download

- [View scenes available](#)

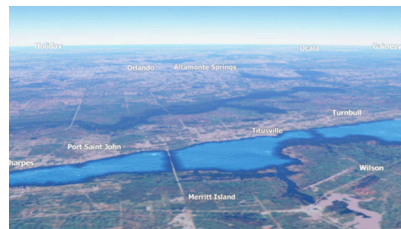


Figure 2 Atmospheric haze



Figure 3 Moon phases and nighttime lights

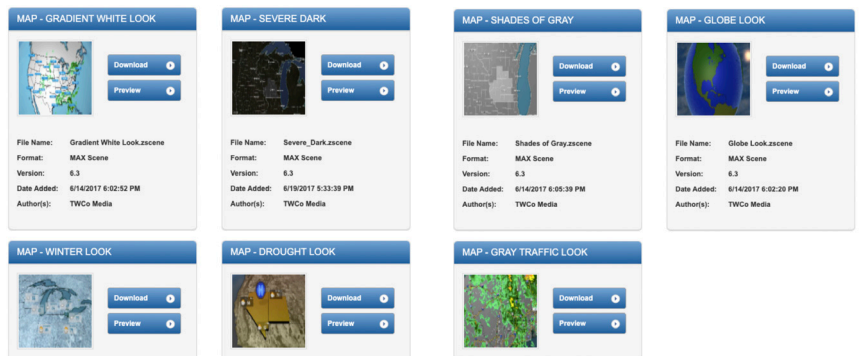


Figure 4 Scenes available for download

Resources for customizing icons and color tables:

### Webinars

- [Editing icons already in Max](#)
- [Customizing color tables](#)
- [Using the Max Import tool](#)

### Documentation

- [Guidelines for custom graphics creation in Max](#)

## Custom icons and color tables

If you have an in-house graphic artist, you can import your own icon sets into Max. Although weather icons are market exclusive, the same few icon sets are the only choices for all markets across the country. If you really want to stand out, custom icons are an option.



### Max Import

By using the Max Import and Data Display Configuration tools, users can switch default icons to custom icons.

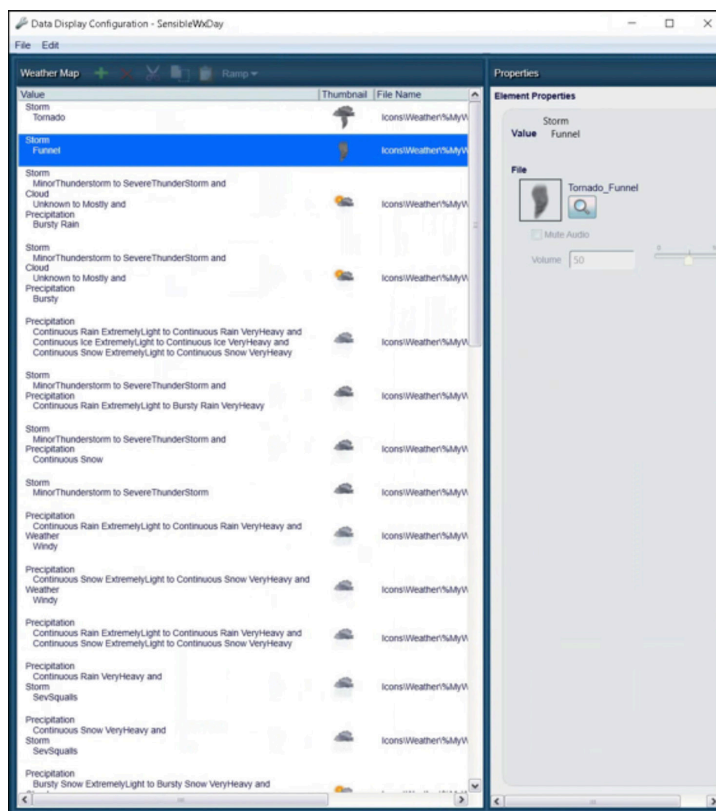


Figure 5 Data Display Configuration tool

Users can also create custom icons by editing and combining the existing Max icons. We provide a webinar that demonstrates how to do so, step by step.

The Data Display Configuration tool also allows the user to edit and create new color tables. Contours, radar, satellite, and so on, are all attached to specific color tables. There are a number of color tables that come standard on the Max system, but they are the same for every market. One way to stand out from the rest is to start with the standard color tables as a guide and then create your own.



Figure 6 Example of Environment Map applied to 3D sphere

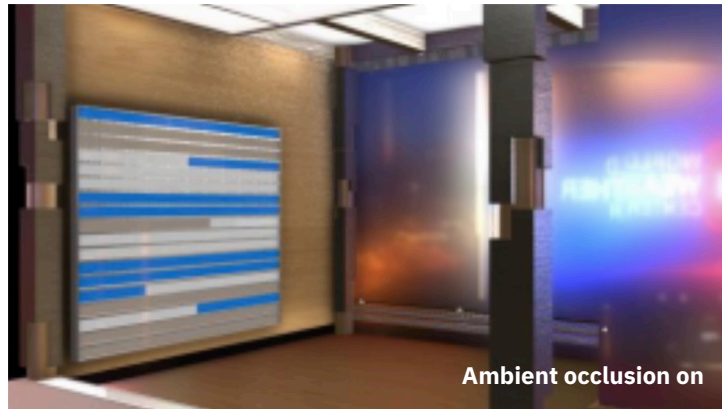
## HD materials

Max supports material options that previously required Max Reality (a premium feature) to make textures look more realistic. In the Material drop-down menu, users can choose HD Metal or HD Plastic. HD materials support gloss maps and environment maps. Gloss maps define how shiny a surface is using grayscale.

White in the gloss map provides a full gloss. The gloss is lessened with a gradation toward darker colors. Black gives a full matte look.

Environment maps define the image that the texture will reflect to create unique looks. They can be applied to an individual object in a scene or globally in the light layer, such that all objects in the scene with the new HD materials will have the same reflection.

The lighting layer has an option to enable “Ambient Occlusion,” which renders the shadows of objects in a more realistic fashion.



Resource for the HD materials:

### Webinars

- [HD Materials](#)

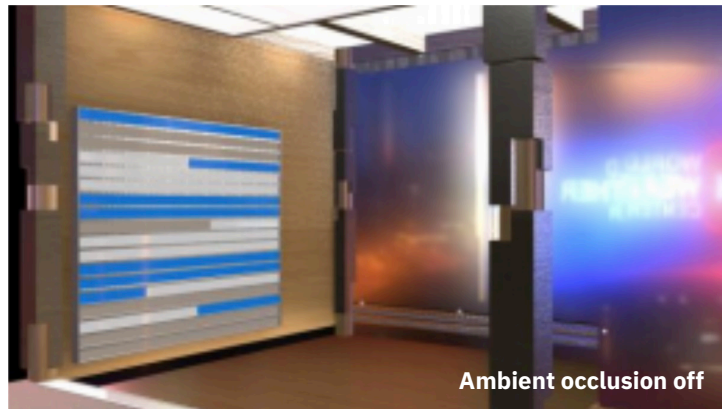


Figure 7 The lighting layer has an option to enable “Ambient Occlusion,” which renders the shadows of objects in a more realistic fashion

Resource for the Event Engine:

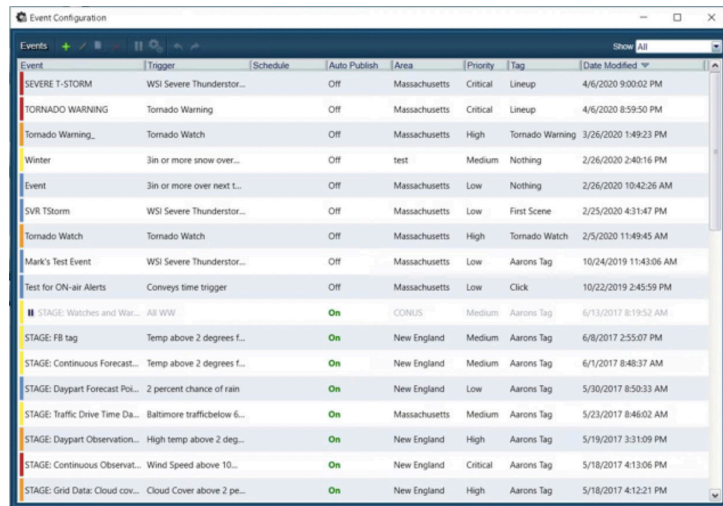
## Webinars

– [Event Engine](#)

## Event Engine

Starting in Max 6.9 SP1 and higher, Max users have access to the Event Engine. Building out events in the Event Engine allows users to have Max observe the weather for you. It can even deliver content to you based on the weather situation. Any time members of your weather team create a graphic, they should attach the graphic to a category or weather event.

When graphics are only used a few times a year, they tend to get “lost.” Weather teams inevitably create the same graphics over and over again every season, when they could be spending time on other tasks or creating new content. The Event Engine helps with that too. It triggers the graphics and serves up situationally relevant content for all seasons and situations.



Event	Trigger	Schedule	Auto Publish	Area	Priority	Tag	Date Modified
SEVERE T-STORM	WSI Severe Thunderstor...	Off	Off	Massachusetts	Critical	Lineup	4/6/2020 9:00:02 PM
TORNADO WARNING	Tornado Warning	Off	Off	Massachusetts	Critical	Lineup	4/6/2020 8:59:50 PM
Tornado Warning...	Tornado Watch	Off	Off	Massachusetts	High	Tornado Warning	3/26/2020 1:49:23 PM
Winter	3in or more snow over...	Off	test	Massachusetts	Medium	Nothing	2/26/2020 2:40:16 PM
Event	3in or more over next L...	Off	Off	Massachusetts	Low	Nothing	2/26/2020 10:42:26 AM
SVR TStorm	WSI Severe Thunderstor...	Off	Off	Massachusetts	Low	First Scene	2/25/2020 4:31:47 PM
Tornado Watch	Tornado Watch	Off	Off	Massachusetts	High	Tornado Watch	2/5/2020 11:49:45 AM
Mark's Test Event	WSI Severe Thunderstor...	Off	Off	Massachusetts	Low	Aarons Tag	10/24/2019 11:43:06 AM
Test for ON-air Alerts	Conveys time trigger	Off	Off	Massachusetts	Low	Click	10/22/2019 2:45:59 PM
STAGE: Watches and War...	All WW	On	On	CONUS	Medium	Aarons Tag	6/13/2017 8:19:52 AM
STAGE: FB tag	Temp above 2 degrees f...	On	On	New England	Medium	Aarons Tag	6/8/2017 2:55:07 PM
STAGE: Continuous Forecast...	Temp above 2 degrees f...	On	On	New England	Medium	Aarons Tag	6/1/2017 8:48:37 AM
STAGE: Daypart Forecast Poi...	2 percent chance of rain	On	On	New England	Low	Aarons Tag	5/30/2017 8:50:33 AM
STAGE: Traffic Drive Time Da...	Baltimore trafficbelow 6...	On	On	Massachusetts	Medium	Aarons Tag	5/23/2017 8:46:02 AM
STAGE: Daypart Observation...	High temp above 2 deg...	On	On	New England	High	Aarons Tag	5/19/2017 3:31:09 PM
STAGE: Continuous Observat...	Wind Speed above 10...	On	On	New England	Critical	Aarons Tag	5/18/2017 4:13:06 PM
STAGE: Grid Data: Cloud cov...	Cloud Cover above 2 pe...	On	On	New England	High	Aarons Tag	5/18/2017 4:12:21 PM



Figure 8 Event Engine configuration

Resources for Data Driven Properties:

**Webinars**

- [DDP Beginner](#)
- [DDP Intermediate](#)
- [DDP Advanced](#)

**Documentation**

- [DDP Visibility](#)

**Scenes for download**

- [View scenes available](#)

**Data Driven Properties**

Data Driven Properties (DDP) allow for unique, automated visuals over a multitude of weather parameters. These visuals can be displayed in differentiated styles from graphs to plots and all in between. Instead of showing the same temperature map that ticks through the next 24 hours, show a chart with peaks and valleys. Your viewers will really get a sense of planning their day by looking at weather parameters in a different way.

The possibilities with DDP are endless. The Weather Company provides resources and webinars for Max users. The webinars range from beginner to the most advanced of graphics creation. If your Max users aren't sure where to start, we also provide downloadable scenes. Users can find a variety of these scenes to work with and edit to their station preferences.

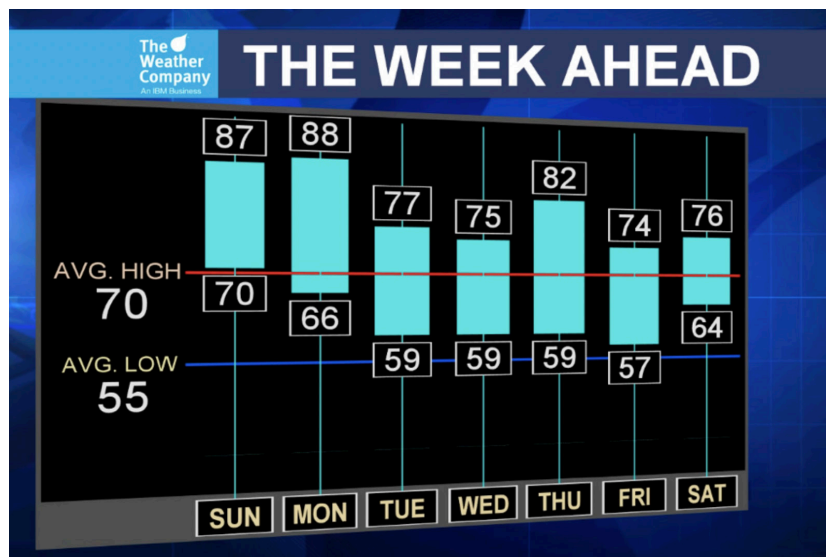
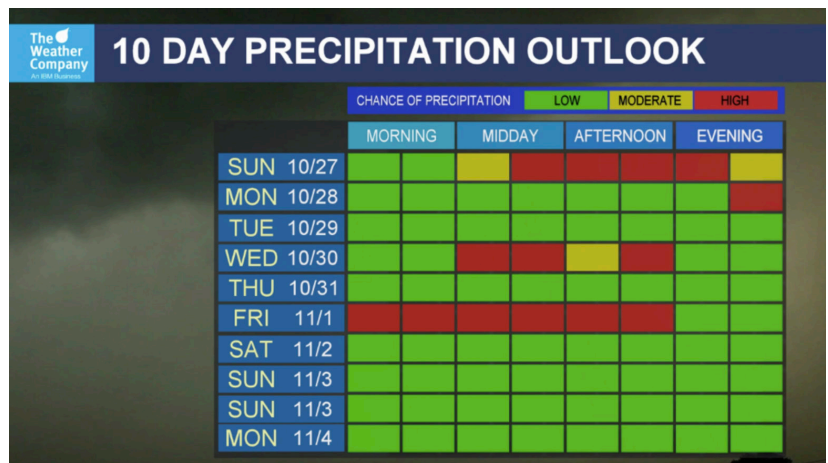


Figure 9 Data Driven Properties outlook views



Resources for Max Interactivity:

**Webinar**

- [Interactivity Basics](#)

**Scenes for download**

- [Interactive Beach Forecast](#)
- [Other scenes](#)

**Max Interactivity**

Users can really “wow” their viewers by taking advantage of Max Interactivity. If you are a Max Studio station, interactivity is available. Interactivity helps focus on weather in a variety of ways that help to make complex information simple and visually stunning. Turn your average “tower cam graphic” into something more interesting by using interactivity. Users can switch between multiple tower cams, or weather maps to further explain the situation at hand. On severe weather days, your Max users can stay front and center at the chromakey (instead of driving behind the computer) by using interactivity. They can create Interactive Buttons for a Hit Windshield that will allow them to work with the weather on the fly.

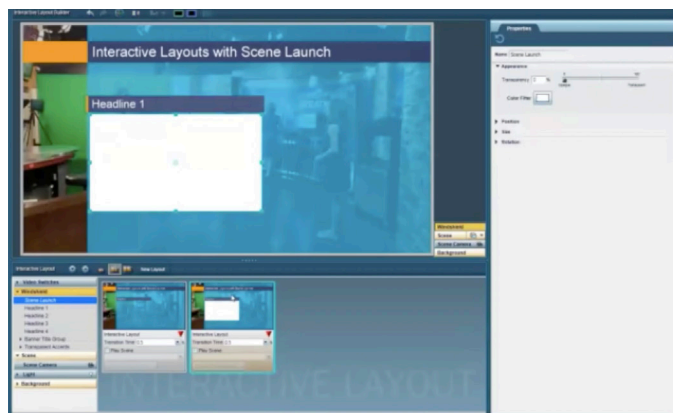


Figure 10 Max Interactivity forecast views

Resources for 3D Extrusions and Particles:

**Webinar**

- [3D Particles](#)

**Documentation**

- [3D Extrusions](#)

### 3D Extrusions and Precipitation Particles

Bring weather to life before your very eyes using the 3D Extrusions and Precipitation Particles in Max.

3D Extrusions allow you to give model-based contours, satellite imagery, and all NOWRAD radar products an enhanced 3D look. These enhancements can be used on both earth scenes and cutouts, including when using Max Reality.

Once again, using the Data Display Configuration tool, or simply clicking the “edit pencil” on any contour will allow you to turn on 3D particles for precipitation. Viewers will get a real sense of just how heavy the rain will be, or where the rain/snow line begins/ends.

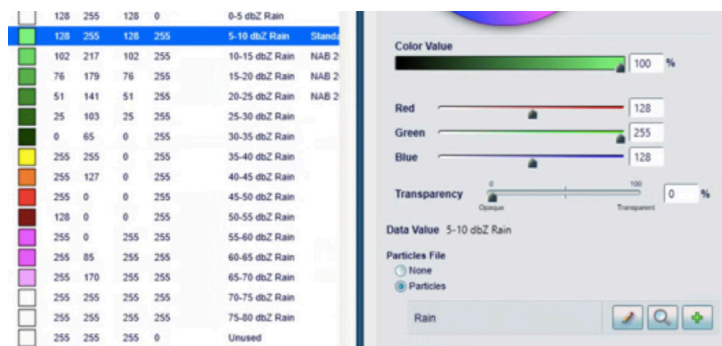
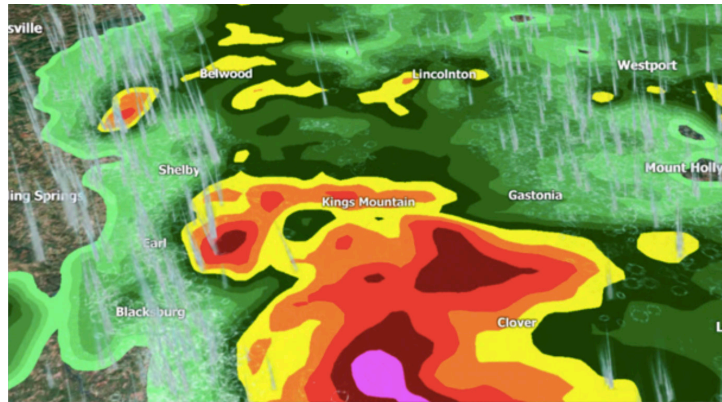
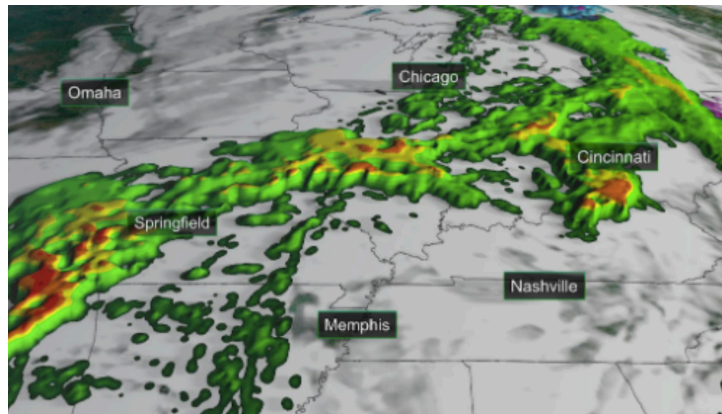


Figure 11 3D Extrusion and Precipitation Particles in Max





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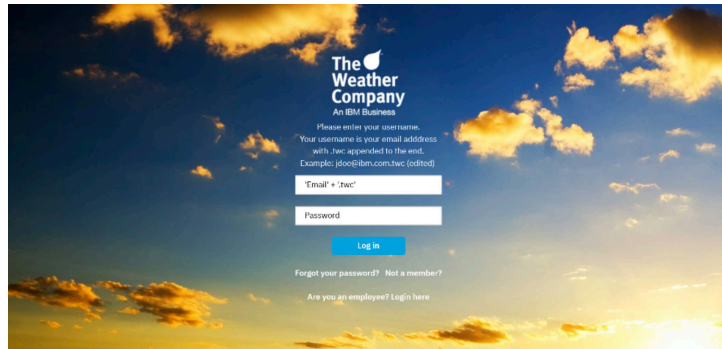
## Customer support

The Weather Company's Customer Support Services team provides software and hardware support 24-hours a day, 7-days a week, 365-days a year. We reserve the right to adjust these hours, as needed. Support calls from clients without a support plan are contracted on a per-call basis. For more information, contact your sales representative or the customer service manager.

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Live Agent Chat, Manage Support Tickets & E-Learning:  
[weathercommunity.ibm.com](http://weathercommunity.ibm.com)



## Weather Community

The Weather Community is an easy way to enhance your functionality of Max. Accessing the site, users will find tutorials, webinars, technical documents and more. Additionally, they have options to comment, vote and post discussions on product feature requests and ideas.

Go to [weathercommunity.ibm.com](http://weathercommunity.ibm.com).

Sign-in or select “Not a member” to create a new account.

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