

MAXimum Earth

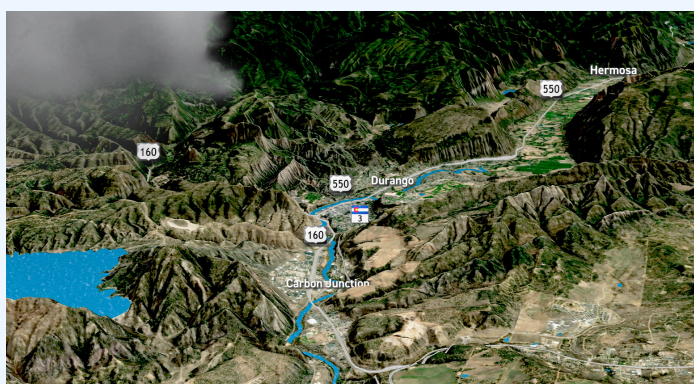
Wow local viewers with enhanced, differentiated 3D weather mapping

Go beyond the weathercast.

Tell traffic stories or highlight local events, breaking news, sports stories, and more across the newsroom

In terms of local TV ratings and revenue, it certainly helps to find new ways to tell stories and make your weather broadcast stand out. But offering a differentiated broadcast and building a loyal following vs. regional competitors is easier said than done. For meteorologists creating a weather hit, more than 70% of the scenes include a map. Local TV viewers have grown accustomed to all sorts of maps, and they expect quality content, whether they consciously realize it or not.

As TVs and other screens feature better and better resolutions, it makes sense for video content to stay as sharp as possible. Weather mapping is certainly no exception. With MAXimum Earth, your station will be able to break through with more of a quality experience for local viewers. Think less of a “rough guide” and more of a sharp, relevant glimpse at the latest weather. Enhanced local terrain, including water, street-level imagery, and much more will be ready and available as needed. And since it’s cloud-based, meteorologists will always have updated high-resolution terrain data at their fingertips — no need to invest in imagery every few years.



Provide realistic, precise terrain data, including sun positioning, dynamic shadowing, atmospheric conditions, and more

Keep viewer’s attention with realistic map-based visualizations

Through a partnership with Mapbox, The Weather Company offers a compelling, expanded map experience through high-resolution insets, covering virtually every major city around the globe. MAXimum Earth uses data sets (e.g., contours, imagery, etc.) to incorporate eye-popping, realistic map-based visualizations for cityscapes or dynamic water terrain down to .5 meters (where available). In fact, meteorologists can showcase 3D animations for virtually all bodies of water, even large fountains. They can also present accurate images of terrain

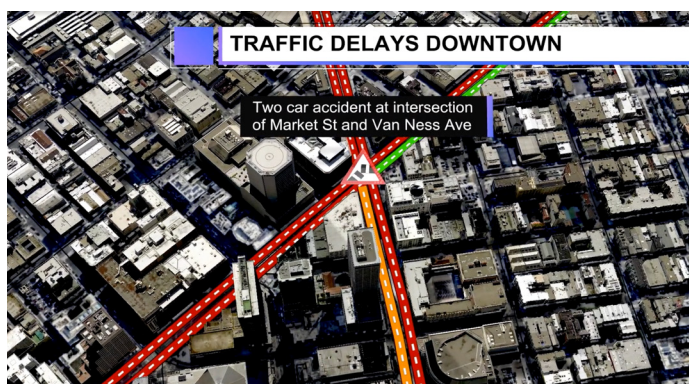
across mountain ranges and canyons with dynamic shadowing and apply atmospheric conditions and sun positioning to bring stunning sunrises and sunsets into broadcast content.



Automatically update weather maps through a cloud-based offering, integrated into the existing Max ecosystem

Differentiate at the hyper-local level

The MAXimum Earth solution improves the overall quality of your weather map presentation and helps you offer best-in-class visuals on-air like never before, taking advantage of detail down to the individual street level for audiences. It’s all about the detail, and built for your ecosystem: 3D topographic map views, blended maps, map cutouts, and a full suite of customization tools for your station — you can even generate presentations in 4K (and beyond to come).



Engage local viewers with more detailed and exciting map views, especially in 3D, to tell relevant traffic or events stories

What about your current Max products?

MAXimum Earth is integrated into the full Max ecosystem, so you can combine products like Max Reality, Max Traffic, and our on-air alerting system, Max Alert Live, with high-resolution maps. Also, take advantage of a stunning visual experience across all your platforms: broadcast, mobile, social, and connected TV. Viewers will thank you.

To learn more about how MAXimum Earth can help you differentiate your map presentations and weather visualizations, contact our media experts today.

Reach us by email at business@weather.com.