

# Max Connect



## Stay open and stay engaged

While today's smarter viewers have come to expect a good show, they also demand education and, most importantly, a personal connection. Your meteorologists are trusted experts; they are what set you apart. Now, you can give them the tools they need to build and nurture that authentic relationship with their viewers — a relationship that local TV is particularly suited to deliver.

### Promoting and supporting a direct connection with viewers

With Max Connect, our new on-air iPad interface, your talent can drive all of the Max solutions, from Max Storm to Max Sky. Your meteorologists can create more-compelling on-air presentations, staying in command without ever having to turn away from their audience. We designed Max Connect to be intuitive, easy and lightening-fast so your talent can confidently focus on telling the story and connecting with their audience, without over-thinking the presentation. With Max Connect, your entire broadcast is literally in the palm of their hands.

### What they see is what your audience gets, every time

An exciting advance from traditional remote controls, Max Connect uses a highly intuitive and specialized interface so your talent can control and visualize exactly what their audience will view. They can pan and zoom the map, select preset drawing and query tools, and draw directly on the tablet. They can deliver life-saving information during severe weather updates — without ever turning away from the camera. When appropriate, they can even use Max Connect to broadcast from the field depending on over-the-air network strength. And when your talent incorporates viewer-submitted stories and comments through Max Engage or Max Social, Max Connect empowers them with true spontaneity to engage your audience as part of the team.



## 87 percent

of the people who watch local news say the weather segments on all local newscasts are virtually the same.\*

### How do you differentiate?

By telling a weather story by trusted people in an interesting way.

\*Source: "Notes from the Magid Weather Institute 2019,"  
Magid research

## Simple to use, seamless to implement

Max Connect can be used as a stand-alone solution or as an enhancement to Max Studio. It is available as an upfront or Software-as-a-Service (SaaS) option. Max Connect requires a customer-sourced iPad Pro (smaller form factor recommended) device with a recommended 3 Gb of free storage for caching of Max data. Max Connect also requires Max workstation(s) on a minimum HP z820 system running Max version 6.3 or later. For field use, a private WiFi network (for example, via Microwave) is recommended where possible, or over-the-air speeds of 20-30 Mbs.

## A better story — for viewers and sponsors alike

Every good story needs a hero. Max Connect is designed to give confidence and control back to your presenters, so viewers stay enthralled — and your sponsors stay committed.

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