

Max Reality

A big change is ready to make a big difference to your mornings

Viewers are shifting to mobile for news and information.¹ However, weather and traffic presentations they can only see on the big screen can help get them back. Max Reality visualizes weather data in a whole new way, using advanced augmented reality (AR) technology to create dynamic, 3D images of storms and atmospheric events that help make even routine weather look fascinating.

Made for the Big Screen

With Max Reality, you'll create a fundamentally different kind of presentation that takes the graphics off the wall or monitor and puts it in front of the presenter for a more engaging storytelling experience that instantly differentiates your brand and helps draw new viewers at first sight. It's a visual presentation that makes best use of the big screen format, rewarding television viewers with an immersive experience that is virtually impossible on other platforms. Since Max Reality works with your presenters' familiar Max workflow, they can more easily deliver a weathercast at every day part with sizzle and interest so you'll likely see engaged viewers stay longer.



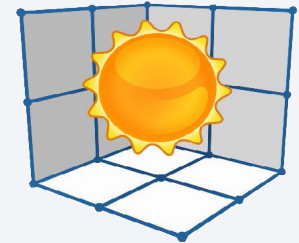
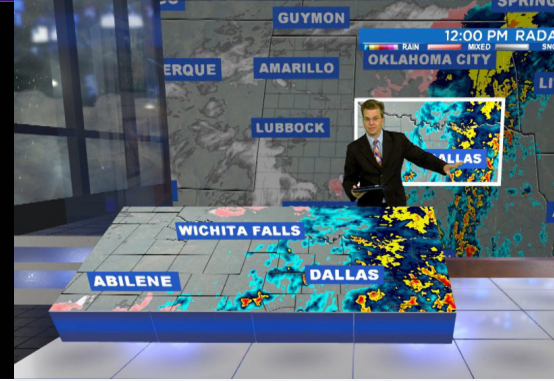
Unlike other AR systems, Max Reality can incorporate traffic data and graphics, adding another dimension to the story to show how weather affects your viewers' daily commute.

More Bang, Fewer Bucks

Our media customers have come to expect the best graphics, user experience and workflow design. The Weather Company, an IBM Business (Weather) and Max Reality delivers. Weather is the first to distill what had been an expensive, labor-intensive augmented reality production process down to a module in the familiar Max Ecosystem.

One of our first Max Reality customers had been expecting to add more producers just to power the AR system. But they discovered that Max Reality fully integrated into their workflow immediately, without the need for additional staff, saving training time and labor costs.

ibm.com/weather



In a study commissioned by The Weather Company...

- Max Reality appealed to 62% of participants²
- 64% will stay tuned in longer if Max Reality is coming up in the next segment³



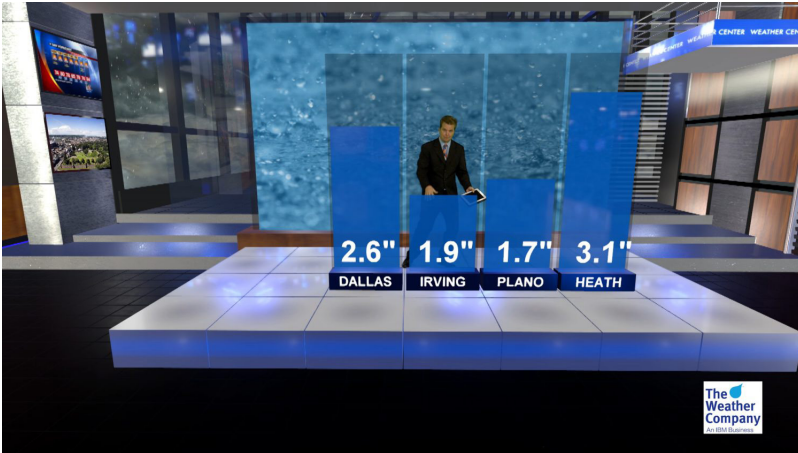
In a Contest, There's No Contest

During severe weather, when viewers are running the dial and sampling different stations to find the latest news, Max Reality creates 3D visualizations that can stop them cold. The weather images are so much more powerful, and your talent's interaction with them so much more engaging, your competitors might as well be on the radio. Max Reality is brand-building, audience-building television.



Your Talent Stays in the Picture

Max Reality's 3D imagery is fully immersive, so your talent can stay on camera without the need to turn their back on the viewer, literally going inside weather events to tell a more engaging story. This is mesmerizing storytelling that is designed to hold on-air audiences longer and bring them back more often.



Footnotes

1 The Front Research Panel Report, March 28-31, 2015, a study commissioned by The Weather Company. Background and Methodology: To evaluate the appeal of augmented reality presentations during live local affiliate news broadcasts, 376 respondents in The Front Research Panel were surveyed from March 28-31, 2015. They were shown 3 augmented reality videos and asked questions to determine level of appeal.

2 Ibid, 2015

3 Ibid, 2015

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