

WeatherSuite

Extend weather show reach
using engaging visuals and simplified production workflows



To compete with online and mobile weather apps media companies are expected to deliver engaging and live weather stories 24-7 across all channels. Producing a popular TV weather show requires the daily orchestration of many elements. To support this process, presenters and editorial staff need a simple software solution that helps them translate the latest weather information into engaging stories, enabling them to react swiftly, even when live on air, to changing weather conditions. MeteoGroup developed WeatherSuite to address these challenges.

Benefits

WeatherSuite enables media companies to create engaging and attractive weather shows for tv, online and mobile by providing presenters and producers with easy-to-use visualization tools, while minimizing production costs. With WeatherSuite you can:

Grow audiences

- Share engaging visuals by including real time playout, flexible storytelling, worldwide coverage, smooth transitions, video-in live and user generated content (UGC).

Evolve presentations using accurate, real-time weather forecasts

- Adapt presentations live on air to include up-to-date developments and high-resolution data visualization.

Reduce production costs

- Eliminate the need for graphics teams and gallery resources in day to day production.

Users and key use cases

Broadcasters all operate differently. Whether using real or virtual studios, producing live or recorded shows, presented or with voice overs, or in single or multiple design, WeatherSuite adapts to the workflows of key users.

Weather presenters

- **Content preparation** - With no need for rendering, weather shows are prepared in minutes. Tailor shows to current weather situations and add user-generated content. A building block system of bespoke data driven elements allows flexibility, while reducing the dependency on graphical staff.
- **Versatile presentation styles** - Presentation tools enable the use of a variety of content elements: customized maps, weather layers, charts and outlooks, a global visualization module, video-in, video clips, live display of online content and close to on-air adjustments. Let weather reports become truly engaging and relevant.

Producers and technicians

- **Automated production** - Consistently provide a three-way media performance by presenting the same weather graphics on broadcasts, online and mobile. Automatic rendering based on centrally stored data creates consistency on all outputs (data and visually).
- **Performance and monitoring** - Production tools facilitate background processes like balancing load and ensuring smooth production. Built-in web front ends allow progress monitoring of rendered products and data pipelines. Additional monitoring can be set up to seamlessly integrate, using cutting edge third party tools.

Graphics specialists

- **Create stunning graphics** - Build data-driven special graphics and explainers in accordance with CI. Choose from a wide variety of visualization forms – from flat maps to 3D.
- **Design reusable elements** - Build templates users can extend, change and reuse while ensuring compliance with branding guidelines, style and design.



WeatherSuite features

WeatherSuite is a one-stop system for creating, producing and presenting weather data. Each component serves specific parts of the daily workflow which goes into producing a weather show for broadcast, online and mobile. WeatherSuite caters to various user groups and workflows ensuring production is efficient and fun. WeatherSuite offers the following modules:

Presenting the weather

- **WeatherPresenter** - Enables flexible storytelling through templates and building block-based creation of linear presentations. It brings together various weather modules diversifying content: MeteoEarth segments for global and non-linear storytelling, Daviz for real time 2D content (maps and charts) and Terra3D for high resolution terrain animations. User-generated content in standard formats can also easily be integrated. Enhance shows with add-on modules, such as Virtual Studio, Web-Remote, Video-in and Webview.
- **MeteoEarth** - A global weather visualization tool. Track worldwide weather events with this real-time system and present the bigger picture to your audiences. The on-screen touch interface supports non-linear and interactive weather presenting.

Producing the weather

- **Daviz** - Create weather templates in unique styles conforming to brand guidelines. Configure data connectivity, create designs and define accessible elements to create reusable components for WeatherPresenter. Create render documents which can be produced using RenderManager. Documents can be rendered in standard image formats and a variety of video formats to be automatically produced for other media, including tile-based web map engines.
- **Terra3D** - Create stunning 3D weather graphics with high-resolution terrain textures and low-level fly throughs. Add realistic data driven weather animations, such as rainfall visualization, volumetric clouds, wind based waves (height and direction), time based sun position, realistic horizons, and shadow effects. Terra3D also serves as mapping solution for WeatherPresenter and Daviz.

Publishing the weather

- **RenderManager, DataService and MediaEncoder** - Produce event-based or to-schedule templates. File and data flows, synchronization, ingest and housekeeping are defined and controlled by the node based DataService. Video files can be automatically converted to a proprietary lossless format using MediaEncoder and RenderManager, controlling the load and progress on multi node render clusters.

Customers

Leading media companies, such as the BBC, RTL and France Televisions put their trust in us. Contact us to learn how we help these prestigious organizations produce engaging weather shows, viewed by millions.

Why MeteoGroup

MeteoGroup is the global weather authority. We combine accurate science with advanced technology and local expertise with global reach. MeteoGroup is trusted by hundreds of government agencies, thousands of companies and millions of consumers. With offices in 12 countries around the world, MeteoGroup is perfectly placed to provide local services to a global audience.