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Weather Central Demonstrates Weather System for 3D TV at NAB 2010

Demo Unlocks Hidden Potential Already Built Into Futureproof 3D:LIVE Broadcast Weather Platform

MADISON, Wis. April 12, 2010 -- Weather Central LLC today began live demonstrations of 3D:LIVE Fusion – the next generation of the world’s most viewed on air broadcast weather platform—showing the capability to deliver stunning weathercasts for 3D stereoscopic television channels . The demo at NAB 2010, April 12-15, on Booth SU912, illustrates how the technologies built into the 3D:LIVE platform provide the performance and toolset to address the emerging demands of 3D broadcasts.

“While it remains to be seen how soon 3D will gain traction in the newsroom,” said Weather Central Vice President Steve Smedberg, “it is important that our customers know that Weather Central systems deployed today will provide the performance and capability needed to take on tomorrow’s requirements. 3D:LIVE was built from the beginning without resolution or format constraints. We not only put 3D in the name; we’ve patented critical enabling technologies that will make believable 3D weathercasting possible.”

The demonstration is produced and played out entirely from a current-generation 3D:LIVE Fusion system with software enhancements created by Weather Central to take advantage of the depth and perspective capabilities available to 3D channels. Sony contributed a stunning Bravia 3D television on which to showcase the output. Built on the latest 64-bit Windows 7 operating system, 3D:LIVE Fusion takes advantage of enhancements in hardware performance to enable the instant creation of stunning visuals. Resolution independent graphics and enhanced 3D objects for weather elements and cityscapes are inherent capabilities of the 3D:LIVE platform, enabling the creation of believable and immersive 3D weather stories.

For information about 3D:LIVE Fusion and the complete range of solutions from Weather Central, visit www.wxc.com, call +1 (608) 274-5789, or email globalsales@wxc.com.

About Weather Central, LLC

Weather Central, LLC, founded in 1974 by broadcasters and meteorologists based in Madison, Wisconsin, is the leading provider of professional on-air, online, print, mobile and enterprise weather solutions and forecasting in North America and to major customers worldwide. Utilizing the Company’s dynamic weather graphics, precise forecast models and data, and patented technology, more than 1000 partners and hundreds of millions of consumers worldwide benefit from Weather Central’s attention to weather presentation, detail and insight.



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