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Weather Central Ushers in the Future of Weathercasting with 3D:LIVE Fusion

Combines Powerful New Hardware Platform, Weather Science Advances, Render-less Animation and Multi-Screen Delivery

MADISON, Wis. April 08, 2010 -- Weather Central LLC today introduced 3D:LIVE Fusion – the next generation of the world’s most viewed on air broadcast weather platform. 3D:LIVE Fusion leverages four decades of innovation, a powerful new hardware platform, and extensive new storytelling tools to enable broadcasters to effortlessly deliver their most sophisticated weathercasts ever across every screen, including TV, PC and mobile devices.

3D:LIVE Fusion makes its world debut at NAB 2010, April 12-15, on Stand SU912.

“3D:LIVE Fusion is a dramatic step forward in the evolution of weathercasting,” said Bill Baker, president at Weather Central. “With today’s highly mobile viewership, broadcasters need to not only be first to air—they need to reach subscribers with the complete story no matter where they are. 3D:LIVE Fusion meets that challenge, making it easy to quickly deliver in-depth, visually stunning weather forecasts and alerts that take full advantage of the capabilities of every display platform.”

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. New QuickMap™ render-less technology perfectly complements the world’s most advanced real-time weather data services, enabling broadcasters to display stunning map animations merged with text and 3D objects to deliver current conditions and forecast visualizations.

3D:LIVE Fusion uses the highest resolution forecast data available today, Weather Central’s 1KM Super MicroCast®, to deliver hyperlocal, pinpoint accurate weather information. Information is updated in real-time as it is combined with map animations, on-the-fly 3D MetroVisions™ local buildings plotted on Bing maps, and satellite-caliber forecast clouds for a thoroughly immersive experience.

While enhancing the speed and visual impact of weather presentations, 3D:LIVE Fusion SimulCAST™ tools further streamline the entire process of bringing weather to the audience. A new MOS interface connects 3D:LIVE Fusion to ENPS and Avid iNews newsroom computer systems, making it easy to integrate weather within the overall news production workflow. The addition of Weather Central’s Content Manager supports efficient “hub-and-spoke” configurations for broadcast groups, enabling many production resources to be consolidated at a central location for distribution and localization at affiliate stations. 3D:LIVE Fusion works seamlessly with ESP:LIVE storm tracking to add a complete severe weather package.



A new Integrated Content Engine for 3D:LIVE Fusion enhances branding and saves time for weathercasters, giving them tools for distributing news information and alerts to their mobile sites and apps, web pages, digital sub-channels and any other screen connecting broadcasters with their viewers. New social networking tools mean that a single click on the 3D:LIVE Fusion desktop automatically posts updated information to the station's Facebook and Twitter pages.

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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