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FOR IMMEDIATE RELEASE

Pixel Power and Weather Central Break New Ground with Automated Severe Weather Alert System for Broadcasters

LAS VEGAS, NEV. April 12, 2010 – Pixel Power and Weather Central today announced an innovative new solution for broadcasters that fully automates the delivery of in-depth severe weather alerts and information. This is the first time that a fully integrated solution of this caliber has been offered to broadcasters, bringing together the speed, depth and accuracy of the world's most viewed on air broadcast weather systems, from Weather Central, with the innovative automated channel branding, master control and video output capability of broadcast graphics systems from Pixel Power. The solution will be on display at NAB 2010 in the Pixel Power Booth, N2034.

"Effective severe weather alerting is a cornerstone of building and retaining a broadcast audience," said Steve Smedberg, VP for Weather Central. "The integration of Weather Central's LIVE:Wire™ severe weather alerts and crawls with Pixel Power's renowned video, branding and master control platform means that broadcasters win on all counts: being first to air; providing the greatest report accuracy with the most detailed, localized information; and employing operational intelligence thanks to a solution that is easy to implement, cost-effective and offers proven reliability."

The solution for the first time tightly integrates severe weather alerting directly within the main graphics operations of a station or distributed broadcast group. The jointly-developed solution starts with an innovative configuration of LIVE:Wire, Weather Central's proven, pinpoint accurate data services and weather wire decoding. LIVE:Wire LX has been designed to feed data, maps and other alert information for formatting and delivery by Pixel Power BrandMaster™ branding switchers and LogoVision™ channel branding systems.

Triggered automatically, or via local or remote manual inputs from any PC, severe weather alerts and crawls can be created without any operator intervention by populating pre-designed templates stored by BrandMaster or LogoVision for playout. Pixel Power graphics systems integrate with station automation and maintain the overall look and branding of the channel, properly formatting squeezebacks and other elements to ensure a sophisticated total package.

The solution further streamlines operations by using Weather Central's integrated workflow for simultaneously formatting and delivering weather alerts for delivery via a station's web sites and social networks such as Facebook and Twitter.



“Severe weather presents a valuable opportunity for broadcasters to differentiate themselves from their competition,” said Pete Challenger, CEO of Pixel Power, Inc. “Handling it within the context of a station’s overall graphics operations maintains the continuity of branding for a station and provides a seamless delivery process that blends with the complete channel output. Partnering with Weather Central ensures that our customers get the very best solution for severe weather alerting available.”

The joint solution is available immediately from Pixel Power (www.pixelpower.com) and Weather Central (www.weathercentral.tv).

About Pixel Power

Pixel Power is a leader in the development and production of SD and HD broadcast graphics systems, news production workflow tools and live interactive content with more than 2,000 installations worldwide. With a local presence around the world, the company’s award-winning solutions suit broadcasters, post-production houses and outside broadcast (OB) trucks of all sizes for distinctive, professional, reliable and cost-effective on-air graphics. Established in Cambridge, UK, in 1987, the company also has a wholly owned subsidiary office in the USA, and a dedicated network of distributors and support offices around the world.

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 1,000 partners and hundreds of millions of consumers worldwide benefit from Weather Central’s attention to weather presentation, detail and insight.