

Respond **Faster** To Severe Breaking Weather

LIVE:WIRE

Giving You Lifesaving Speed During Extreme Events

When severe weather breaks, there isn't time to search for the alerting system. Your weather team needs access from anywhere in the building to see active advisories and get to air first, with the system flexibility to present the story within your station's own unique brand and presentation style.

Live:Wire with SimulCast technology alerts your team when severe weather warnings are issued and provides instant access to the command and control application from anywhere on your station's network to quickly get an overview of the situation and send information to air as fast as possible.

SimulCast allows your master control operator or meteorologist access whenever and wherever they need it, ensuring that your severe weather brand is synonymous with first-to-air, lifesaving speed. With other systems, users have to be at the console. With Live:Wire and SimulCast, the right user is always in control.

Live:Wire offers many options for when and how information is brought to screen. Place the crawl, warning map and map text anywhere on screen and brand it with your logo or sponsorship using industry standard media formats. Customize the priorities, update frequency, audio notification and other properties per advisory type to create the best presentation for your market.



You can also maximize your ROI for the system by using Live:Wire on a daily basis to display a time/temperature bug or a more complete "breakfast bar" display of additional weather and forecast information. This flexibility of presentation and look, combined with the ability to get value out of the system even on non-severe weather days, clearly sets LiveWire apart from other systems.

Special Features For Speed And Flexibility



- External and Internal Key Options with the ability to squeeze program video back for crawl and map information.
- User-selectable HD (1080i or 720p) or SD.
- Crawl manually entered text, allowing your weather staff to add their own critical information.
- Supports standard tiff graphics, ensuring that the look between day-today weather, severe weather tracking and severe weather crawls has a consistent look and feel.
- Exports XML file, which can be used to create an automated crawl on your website. Anytime a crawl is created for on-air use, the same crawl can be created for your website. Create consistency between your on-air and online viewers.
- GPIO trigger options increase automation by adding the ability to enable and disable the crawl via GPI, or clear output or change looks via GPI. Also can address other 3rd party compatible devices via GPO.
- Crawls can be run in English and Spanish to effectively communicate to your entire audience.
- SimulCast server makes it easy to access and control the Live:Wire system by allowing it to be controlled from up to three remote Windows workstations throughout the station, such as the weather office, newsroom and Master Control. Remote access from outside the plant can be accomplished using widely available 3rd party software such as TeamViewer or WebEx, provided VPN access is available.
- Support for user-defined .wav files, definable per advisory type. Allows audio alerting before and/or after the crawl runs

- Preview screen to move, size, display graphics on air within Live:Wire HD, eliminating the need to run a crawl on an external monitor when making changes to fonts, banners, graphics, etc.
- Display Polygon-Based Warnings allowing the more precise NWS warnings to avoid over-warning areas not under threat.
- Include radar on the DMA map for a clearer view of the threat.
- Interface to easily select what advisories are being sent to air.
- Replace information for advisories of same type, thus avoiding the need to list all counties in a severe thunderstorm watch and instead include a message such as “for the entire viewing area.”
- Custom trailing messages for advisory type allows for more information to be included. For example, any time a tornado watch runs, after the counties are listed, it can read “a watch means that the conditions are favorable for the formation of tornadoes”.
- Data Cycle Feature allows the system to be used for more than just severe weather such as a static logo, time and temperature information, present weather icon, and “Breakfast Bar” displays. Information can be for one or more locations that can rotate over time.
- County-by-county radar available on DMA maps to display warning areas in detail.
- Single line text cycle allows you to differentiate your station from the competition by using a “ticker style” presentation of the latest advisories, as well as the normal crawl.

A Useful Tool Beyond Severe Weather

Live:Wire also offers a data cycle allowing it to display a wide variety of topics beyond severe weather. Your station can, for example, use LIVE:Wire to display a time and temperature bug, or rotate through forecasts for various locations in the DMA.