

So **Real**, It's Like Seeing Tomorrow's Weather Today

MAXSKY

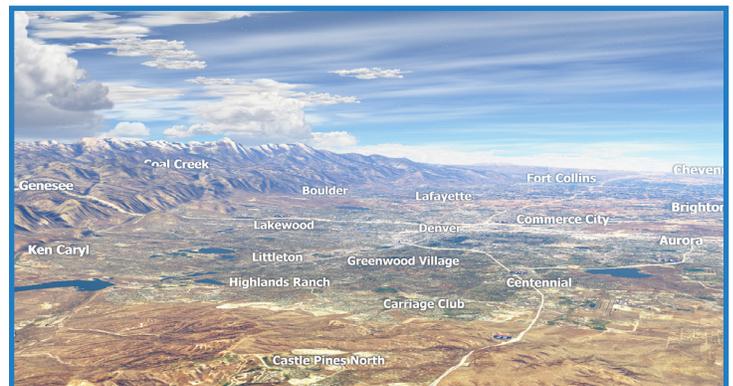
Grab Viewers Attention And Sponsorship Dollars Too

As a company of industry-leading weather scientists, mathematicians and engineers, WSI has always appreciated a beautiful idea. But some ideas are more beautiful than others.

Max Sky stands years ahead of anything else on the market. And with images like these, your forecasts, alerts and weather news jump off the screen... and ahead of your competition.

Sky's unique visualization of day part forecasts adds the variety you need to keep viewers tuned in longer so you can win mornings. It is a unique and sponsorable look advertisers are always searching for.

What's more, Max Sky's technological advantages will set your station apart as the most accurate, with visuals that are so realistic they project a higher level of science and accuracy. Using an enhanced version of the sophisticated RPM forecast model, you'll deliver engaging, detailed, hyper-local forecast visualizations. Sky's core technology is so powerful, it generates these visualizations while rendering every single frame in real-time.



Max Sky adds unprecedented realism to your forecasts with 3D forecast clouds... rain, sleet, snow and dramatic wind-driven precipitation all driven by an advanced particle animation engine. Plus atmospheric effects like realistic lightning illuminated nighttime cities and breath-taking terrain. Even the minute-to-minute positions of the sun and moon will be astronomically correct.

Max Sky offers the unique and sponsorable look advertisers are always searching for.

There's no faster way to make your weather news visibly the best in your market than with Max Sky.

WSI[°]
WEATHER CENTRAL

Max Sky's Eye-Popping Visuals Will Let Your Viewers See What Tomorrow Will Look Like Today

WSI's Exclusive RPM Forecast model drives the precision and accuracy.

- Cloud Depiction - From high, thin cirrus to towering cumulonimbus Max Sky includes nearly 200 templates to provide an unmatched level of realism.
- Cloud Levels - Multiple levels of data will show your viewers multiple layers of clouds moving independently from one another based on upper level wind data.



The look of your forecast will seamlessly transition from day to night using:

- Astronomical Effects - Incorporates real astronomical modelling that accurately portrays sun and moon position through time.
- Maps and City Models - Updated to include a 'night look' will add yet another degree of realism. City buildings light up at night, and can include signature lighting effects that clearly ID major landmark buildings.



Precipitation Effects

- Particle animations of rain and snow.
- Wind-Driven Precipitation - Whether it is snow, sleet or rain falling from the clouds, viewers will be able to see how the wind will play a role in your forecast.
- Visibility - Max Sky automatically lowers visibility based on precipitation intensity.

Lightning Effects

- Lightning Flashes - When severe weather strikes, these lightning bolts can give your weather forecast an added level of excitement.
- Max Storm customers can also add the lightning flash to their 3D Radar display.

Water

- Wave heights and water look changes as you increase the wind. You can even create white caps.

Wind Streams

- Show your viewers how the wind will flow around a storm system or how the jet stream will be changing over the next few days.