Transform Your News Presentations with StoryTeller® Interactive Touchscreen Solution, the essential tool from AccuWeather.

StoryTeller is the only complete, interactive touchscreen solution for the entire news presentation. Deliver the dynamic and interactive experience today’s media-savvy audiences demand with the StoryTeller Interactive Touchscreen Solution from AccuWeather.

Used in newsrooms in five continents, as well as stations in 14 of the top 15 U.S. markets, StoryTeller already reaches a television audience of over 300 million viewers. Why? Because StoryTeller has become an essential part of newsrooms and is a one-of-a-kind, intuitive solution that allows newsroom managers, technicians and on-air talent to create compelling, interactive stories with ease. From live audience feedback and breaking news to traffic reports, weather forecasts and more, StoryTeller delivers the interactive content your viewers want, for every story, every day.

StoryTeller Features:

- **Ready-to-Use Content**
  While every StoryTeller comes equipped with pre-loaded apps that allow your team to easily create dynamic presentations, AccuWeather also provides preformatted content for special events, sports, holidays, major news stories, top television shows and more, making it fast and easy to report on the latest news and events.

- **Easy to Set Up, Easy to Use with On-Site, Expert Training**
  Right out of the box, StoryTeller works. Better yet, when you install StoryTeller, you receive on-site training and assistance from our development experts to help ensure you get the customized look and precise functionality you want.

- **Works with Live HD and SD Video**
  Easily incorporate live HD and SD video, images, movies and web content. They’re 4K ready, providing for future-proof, high-definition capabilities.

- **Ultra-Responsive Touchscreen Interface with Multi-Touch Ability**
  Easily move between displays and other full-screen or overlay information with responsive and fast “swiping” action. Accommodates multi-touch to enable multiple-person interaction with the screen.

- **Remote Connectivity**
  StoryTeller can be controlled remotely with a variety of tablet devices or additional touchscreens allowing for total flexibility and presentation styles.

- **Calibrated and Configurable for Any Location**
  StoryTeller screens come in 65”, 75”, and 86” to fit your studio’s needs. There’s even an option to build either a 92” or 110” video wall for the ultimate in design flexibility and functionality. Each screen is precisely calibrated to deliver rich, true color and outstanding resolution.

- **Connected 24/7 Support**
  Backed by the world’s fastest-growing digital media company, AccuWeather’s StoryTeller comes with full phone support, 24 hours a day, seven days a week.

- **Full 3-Year Warranty**
  Full hardware and software support for the entire length of your service contract.
**StoryTeller Applications**

are equipped with all of the tools you need – StoryTeller empowers you to bring every news presentation to life.

StoryTeller is powered by a suite of proprietary applications that allow you to create and deliver stories in a way today’s audiences demand.

What’s more, StoryTeller applications are flexible, easy-to-use, and continually enhanced to provide you with an unlimited array of options for communicating any story, in any forum, for any need...today, tomorrow and beyond.

**Studio Tools**

A comprehensive and foundational set of functionalities that is integrated into the studio suite of products, allowing you to quickly and easily manipulate and enhance your presentations in ways that will bring every news presentation to life.

**Switcher**

Now have the ability to stay in an on-air environment while switching between applications so you can use multiple applications for a single story.

**Telestrator**

Refine any presentation with your own highlights, arrows, lines, circles and more. Designed to work with every StoryTeller application, you can telestrate over any of the content that appears on your StoryTeller screen.

**Launcher**

Quickly launch any live video source to full screen with the touch of a single button.
A full suite of applications included with the StoryTeller system that allows you to easily cover topics such as breaking news, weather, sports, and more. Studio applications provide a complete, fully interactive touchscreen solution for your entire newsroom.

**MediaMix**

StoryTeller’s most widely used application — MediaMix — allows you to easily incorporate graphics, canned videos, websites, and live video sources. Once loaded, you can then move, zoom, rotate and swipe them for a more detailed analysis. Complete video control allows you to play, pause, scrub, and loop videos, as well as play them in slow motion.

**MapDesk**

Now you have access to maps all over the world. MapDesk gives you the ability to go from a worldwide view down to street level. You can zoom to anywhere on the map with the touch of a finger.

Create multiple locations to speak to on the map and easily navigate to each of them with just a touch. Overlay road names, cities and much more to design the maps to your needs. Incorporate text, videos, live streaming or static images to bring your story to a higher level. It’s highly customizable and easy to create these views for a seamless and accurate news presentation.

**DesignSpace**

DesignSpace is built for the creative mind. It allows you to practically create your own application by plotting your own touch points and choosing what elements you want to highlight. So easy-to-use yet extremely powerful, StoryTeller’s DesignSpace empowers you to bring new angles and insights to any story and capture breaking news as it happens.
BallotBox empowers broadcasters to cover county-by-county, state-by-state, or even congressional district elections with up-to-date coverage. Complete with detailed North American voting maps and graphics, it is integrated with Associated Press results and you can update them live on-air.

ChartsGraphs provides a complete toolkit for the display of numeric data. Use it for stories ranging from the ups and downs of the stock market to changes in unemployment, consumer prices, political opinions, and much more. Import data from an Excel spreadsheet and display your numbers in different ways, using bar graphs, pie charts, or custom graphics to make ordinary data come to life.

TournamentTracker is designed to easily showcase standings and results for up to 64 teams in any tournament or league. It allows you to feature stats to compare various match-ups and make your predictions or display game results on-air by advancing a team from one round to the next.

Designed for graphic appeal and ease-of-use, MatchUp allows you to showcase and promote special programming, ranging from sporting events and red carpet evenings to reality shows and political contests.

Bring highly-visual, interactive coverage to stories that unfold over time with the flexible, easy-to-use TimeLine application. Designed for stories that are measured in minutes, hours, days, decades, or even centuries, TimeLine produces dramatic graphics that eloquently illustrate personal life accomplishments, newsworthy scandals, crime timelines and more.

There’s more than one side to every story and 3DVantage makes it easy to show. Using preformatted models, available from AccuWeather and a variety of other sources, 3DVantage lets you display, rotate, zoom and highlight 3-dimensional graphics, vastly improving your ability to teach and explain all sides of a topic. It’s a perfect solution for reporting on medical topics, landmarks, architecture, and more.
Premium applications for StoryTeller, with integrated data from reliable and respected third parties who have partnered with AccuWeather, resulting in dynamic and engaging content to more effectively cover broadcast presentations such as elections, crime, traffic, and social media.

SocialPulse

The hottest content to hit on-air broadcasts in years is now just a touch away with SocialPulse. With its intuitive, user-friendly interface, this application makes it a snap to share social media commentary, videos and images about any story at any time. Import feeds from Facebook, Google+, Instagram, Twitter, and YouTube, and perform location-based hashtag searches. A special preview feature allows for editing of posts for on-air suitability.

LivePoll

Incorporate instantaneous viewer feedback into any story with LivePoll. Simply run any poll you can think of on your website and watch as the results are automatically presented on your StoryTeller system in real-time. It’s a true interactive powerhouse that builds a real sense of involvement and feedback into your broadcast. No web-coding or specialized computer programming skills are required. It includes website widget for embedding polls into your websites. Also accommodates hashtag-based polling.

CampaignTrail

Be the election leader with CampaignTrail for StoryTeller. Throughout the entire election season, cover county-by-county, state-by-state, or even congressional district elections with up-to-date coverage. It comes complete with detailed North American voting maps and graphics and can also automatically ingest election results from all major election data providers for live, on-air updates. Stay ahead of the competition by forecasting results using the prediction mode. CampaignTrail can also be used for any story to highlight geographical areas of interest. Track health outbreaks, mass shootings, or anything that can be plotted on a map.
DriveCast

Broadcast and interact with the most realistic traffic maps in the industry with the United States Traffic Network (USTN) system for StoryTeller. Create both 2D and 3D traffic scenes in HD, complete with traffic overlays and integrated weather environments, time of day features and more. Interact with viewers using TruTraffic TVs social media tools. Plus, customize the graphics to fit your station’s style when you work with our in-house graphics team.

CrimeScan

Crime reports are one of the most highly-viewed topics in today’s news. Powered by AlertID, America’s fastest growing secure neighborhood platform, CrimeScan allows you to choose from over 170 types of crime-related data to create compelling stories about missing persons, murders, sex offenders, robberies, terrorism, natural disasters and much more. Sourced from two-way communications between citizens, law enforcement, as well as federal, state, and local authorities, CrimeScan not only draws in viewers, it helps keep them safer, too.

“StoryTeller is a giant leap forward in placing technology front and center in electronic reporting and presentation.”
— Jerry Gumbert, President and CEO of AR&D
Be First.
StormDirector+ incorporates new technology that helps you be on the air quickly with the latest information, particularly when it matters most — when seconds count. An easy-to-use interface, instantly updating content, proprietary data and revolutionary template-driven severe weather shows provide all the information at your fingertips in an instant.

Take advantage of crucial functionality and components of a weather program including single site radar data, satellite imagery including the highest resolution GOES-R data, lightning data, severe weather watches and warnings, and comprehensive model data. AccuWeather’s patented MinuteCast® – available exclusively to Audience Building Partners – provides minute-by-minute hyperlocal precipitation forecasts for precise street or GPS locations – with exact start and stop times.

Combining the science and technology with stunningly clear graphics now allows you to present weather in the most dynamic, exciting, high-definition approach and in an instant not just on-air, but also online. New features this year include Immersive Weather, time lapse, social media integration, video blogger capabilities and content creation for your web and mobile pages.

Be Engaging.
StormDirector+ provides an intuitive, user-friendly interface making it easy for anyone to customize and present network quality local weather presentations, complimenting a station’s branded look and feel. Available as a stand-alone weather system, StormDirector+ is also fully compatible with StoryTeller, seamlessly integrating with the complete solution for every aspect of your news presentation. Fueled by AccuWeather’s Superior Accuracy™ and cutting-edge technology, StormDirector+ allows you to get local and national breaking weather news on the air first, fastest and most accurately.

Built with the flexibility and powerful data that transforms and revolutionizes your weather presentations, StormDirector+ provides sophisticated, significant, and impactful weather stories for years to come.

See why you need AccuWeather’s StormDirector+ Today!

Transform and Revolutionize Your Weather Presentations
AccuWeather’s interactive weather system establishes you well above the competition with advanced story-telling tools, proprietary data and stunning graphical capabilities.

Be Different.
Stand well above the competition with StormDirector+® and join AccuWeather’s weather presentation revolution. Stop telling similar weather stories every day and stop looking like your competition. StormDirector+ will bring you, for the first time, groundbreaking capabilities of the StoryTeller® Interactive Touchscreen Solution to your weather team and your viewers. Your weather stories will provide exactly what your viewers need to know when they need it. Presented with the most stunning, high-definition quality, you can utilize multiple inputs to deliver simultaneous videos and content live on the air.

Flexible, unique, template-driven scenes and interactive tools within StormDirector+ will differentiate you from the competition and provide impactful and vital functionality. This allows for quick creation of the ideal weather show based upon changing weather conditions. Your content is always fresh whether it is breaking severe weather, winter weather or a “quiet” weather day. StormDirector+ equips you with robust data, stunning customizable graphics, and the flexibility to tell your weather story like no other weather system available.
Contact us at 814.235.8600 or sales@accuweather.com to request your free StoryTeller consultation.

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