

# Weather Star XL

December 2000

## WHAT'S IN THE BOX?

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*The Weather Star XL is a rather modest-looking piece of hardware that receives weather data and state-of-the-art graphics from The Weather Channel headquarters in Atlanta, Georgia and delivers it to cable affiliates throughout the United States.*

### LOOKS CAN BE DECEIVING

Your mother was right—it's what on the inside that counts. Because although the exterior of the Weather Star XL is somewhat ordinary, its interior houses specialized patented technology designed and developed to deliver broadcast quality weather graphics and video.

### ONE OF A KIND

Each Weather Star XL is not only smart, it is unique too. Just like you carry around information about yourself (your name, your address, your blood type), so does a Weather Star XL. The Weather Star XL carries this information

in a Dynamic Information File (DIF). The DIF tells the Star XL things like where it is located, which products to display and how to display them. This ensures that you get tailor-made weather information.

### MORE LOCAL WEATHER & GRAPHICS

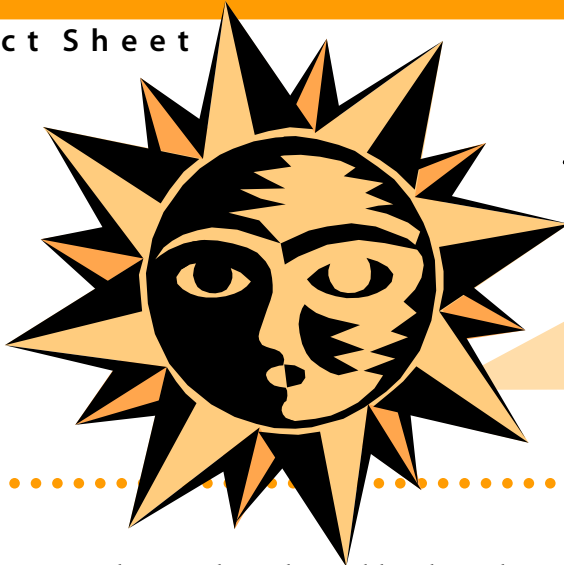
The Weather Star XL makes it possible for you to see a local weather presentation with photo-realistic images and contour and highly detailed maps all presented in rich, vibrant colors. In addition, you see continuous local information displayed over the national information.

The Weather Channel has also committed a team of specialists to ensure that this technology is continuously upgraded and evolves into the future.

### Did you know...?

It is estimated that over 41 percent of the U.S. population is considered "weather engaged," meaning they have "a deeper curiosity about the weather, or follow the weather on a national basis."





# Weather Star XL Features

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Since 1982, The Weather Channel has brought timely weather information to the world. It is consistently rated as one of the most favorite and most useful networks by television viewers.

## CURRENT FEATURES

- ☞ Animated transitions
  - ✓ Titles and graphic shapes animate onto screen
  - ✓ Smooth transition
- ☞ Consistent look across all presentations of The Weather Channel
  - ✓ Photographic images on backgrounds
  - ✓ Updated network logo
  - ✓ Fonts and map images coordinate with new look

- ☞ Logical sequence of Local Forecast
  - ✓ Current products, then Forecast products, followed by Radar
- ☞ Full color images
  - ✓ Millions of colors
- ☞ Larger, more readable fonts
  - ✓ Outline fonts with anti-alias; not bitmapped, no rough edges
  - ✓ Matches the fonts used in other graphics on The Weather Channel
- ☞ Contoured, highly detailed maps
  - ✓ Topography added to maps

- ✓ More detail in coastlines, roads, and borders
- ✓ Rivers and more lakes added
- ☞ Expanded weather icon set
  - ✓ Currently have 100 full color, animated icons
  - ✓ Animations actually move, rather than just cycle through the colors
- ☞ Easy to update
  - ✓ Background and other design changes are relatively easy to make
- ☞ Photo-realistic imagery
- ☞ High-resolution text
- ☞ Audio voice-over of local forecast



## Future Enhancements

- ☞ Colored ad tags
- ☞ New test crawls for the Emergency Alert System
- ☞ Support for 5-minute radar
- ☞ Support for multi-county warnings
- ☞ Support for 7-day extended forecasts
- ☞ Support for daypart information from the Global Forecast Center.