

# The Most Advanced Severe WX Notification Display

ChyronHego offers the most innovative and responsive broadcast solutions and services to the community of professionals who create, manage and distribute media content. Our graphics creation, playout, and real-time data visualization solutions have become the standard for broadcasters around the world.

*This is ChyronHego.*

## **YOUR BRAND. YOUR DESIGN.**

Severe weather is one of those rare opportunities to truly differentiate yourself in your market and prove you are a leader. So why use an alerting display that looks just like your competitor?

NewsTicker SevereWx puts you in full control of design and functionality. You aren't forced to use a standard look, or a design tool with limited options. You get to create displays from the bottom up, using the most sophisticated design and automation tools available today.

And because SevereWx uses the same templating system as NewsTicker, you can design and include animation, clip play, custom locator maps, your own font, and timeline-based animation.

Break from the "one size fits all" model with different looks depending on the types of active conditions. Display long-fuse events in a more com-

pact manner than short-fuse events where time is of the essence. And, most importantly, create a design that fits your identity to reinforce your brand.

Take charge and lead the market in severe weather notification while putting your brand front and center with NewsTicker SevereWx.

## **DELIVER TO AIR, WEB, & MOBILE**

When severe weather threatens, being first to alert your audience means potentially saving lives. The instant a condition activates, it is ready for air. With our powerful automation controls, you can manage what goes to air automatically and what should be displayed manually. And, exporting to your website and mobile provider is automatic, fast and tailored to your look.

## **POWERFUL CUSTOMIZATIONS**

Using NewsTicker's web-based interface, your meteorologists have unparalleled control over how the system will react to each condition, including what information it should display and how frequently. During an event, your mets can easily add information to crawls about current observations to maintain FCC compliance.

## **OPTIMIZED FOR DUOPLOIES**

NewsTicker SevereWx allows you to manage your events centrally, through one interface, but air separately branded and designed displays on each



## **KEY FEATURES**

### **Complete Custom Design**

Reinforce your brand when it matters the most. Start with a blank canvas and determine all of the visual elements and how they function. Create multiple looks to give yourself options based on conditions and programming.

### **Automation in YOUR Control**

When big storms hit, stop babysitting your alert system and use NewsTicker's advanced automation controls to prescribe what airs, what doesn't, and how often, editable any time and customized by playlist.

### **Reliable, Redundant Data**

Severe weather data is received directly from the National Weather Service via C-Band satellite and direct fiber to the NWS for redundancy, and can be combined with a station's local satellite feed.

### **Dual Language Support**

SevereWx includes native dual-language support for bugs and custom crawl text, managed through a single interface for efficiency

of the channels you program. You don't need to compromise with one look for all, or deal with managing multiple

Contact ChyronHego Sales and  
schedule a demonstration today @

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