



Weather

Powerful, innovative and sophisticated 3D weather prediction

With the rapid climate changes, weather presentations have become an integral part of any news casting. As most weather segments are sponsored, weather presentations are a revenue generation tool for many broadcasters, and as such require state of the art technology, accurate weather forecast capabilities, and captivating graphics.

Captivating graphics

3DWeather enables the intuitive creation of realistic and captivating real-time 2D and 3D representation of weather forecasts. Weather data such as ISO-thermal, ISO-pressure, ISO-precipitation, wind, satellite and radar image films, synoptic information and a wide range of city weather information can be presented on 2D and 3D maps in real-time. 3D fly-through, animations, and interactive capabilities complete the graphics to achieve a compelling weather show.



Courtesy of OrigoTV, Hungary

Streamlined workflow

Orad's weather solution is a real time template based solution. It integrates real time weather information that is purged from weather databases with 3D template graphics. The Orad weather solution distributes the workflow between the different departments in the station allowing them each to focus on their field of expertise. Graphic designers generate the graphic templates and design the weather icons and color tables allowing meteorologists to focus on the weather data and its presentation. Since the solution is real time based it allows an extremely fast response for changing weather conditions. As the templates are designed based on Orad's 3Designer application, and the playout is executed using Orad's Maestro or 3DPlay playout controller by the control room operator or the presenter himself using GPI/O remote controlling, the weather solution is perfectly integrated into the existing production workflow, negating the need for dedicated "weather operator" and streamlining the entire workflow.

Integration with leading 3rd party data providers

The weather solution is based on worldwide 500 meters high resolution maps. Greater resolution maps can be delivered upon demand. The weather information is gathered by Orad from multiple third party weather data providers. The flexible architecture allows adding additional providers upon demand.



Courtesy of RTBF, Belgium

Exciting interactive capability

Based on Orad's interactive module, the weather solution supports interactive touch screen weather presentation as well. This module allows the presenter to interact with the weather presentation, display the weather data, draw the weather fronts, zoom in on a specific area of interest, and add a more dynamic flavor to the weather presentation.

Orad's virtual studio offers an ideal environment for weather presentations. Unlike the flat 2D chromakey corner which is often used for weather segments. The virtual studio allows free camera movements in the studio space and a rich photorealistic 3D environment.



Courtesy of TVR, Romania

