

FOR IMMEDIATE RELEASE

StoryTeller™ Interactive Touchscreen System Adds Seven New Apps

Latest Introductions Expand Unique Toolset of AccuWeather's Top-Selling Software-Hardware System

State College, PA, April 3, 2013 — AccuWeather, Inc. announced today the addition of seven new software apps for its StoryTeller™ interactive touchscreen system. Supplementing an already-extensive toolkit of apps, the new introductions add expanded capability to cover breaking news, sports, finance and business, entertainment, elections, and weather, as well as innovative tools for in-depth, feature-story segments.

StoryTeller™ is much more than cutting-edge, high-resolution touchscreen hardware. Its unique value is derived from a constantly-growing set of software apps, designed exclusively for StoryTeller by AccuWeather, that allow broadcasters to tell particular types of stories and to quickly create eye-catching interactive displays that illustrate stories on a multitude of topics. StoryTeller apps expand the power of the touchscreen in the same way that apps on a smart phone expand its capabilities far beyond simple voice calls.

New at NAB this year are the following apps:

- **Social Media** – Audience-generated social media content is the hottest new input to news coverage. StoryTeller's Social Media app makes it fast and easy to pre-screen content for on-air appropriateness, and to organize posts to support story flow. The on-air talent then scrolls through the posts, zooming and telestrating as desired to highlight the key story elements.
- **Playing Fields** – Show your viewers who drove straight to the fairway and who hooked into the sandtrap with a highly visual, interactive map that lets you follow every move by each major player. Designed to illustrate the key moments of any game played on a field – from football to golf and more – the dramatic graphics of the Playing Fields app make the story engaging to viewers of all interest levels.
- **Entertainment** – Using StoryTeller's popular, interactive MatchUp™ display format, the Entertainment app helps you showcase and promote programming ranging from red carpet evenings to reality and celebrity talent contests. The app is fully customizable to support any show on any network.
- **Timeline** – Highly visual, in-depth coverage of stories that unfold over time is made easy with the interactive Timeline app. Designed to handle events measured in minutes, hours, days, or even centuries, this app



For more information contact:

Mark Joll / 814.235.86f35 / jollm@accuweather.com
AccuWeather, Inc. / 385 Science Park Road / State College, PA 16803

produces dramatic graphics that illustrate newsworthy scandals, rescues, careers and catastrophes.

- Weather – Detailed radar, highly-visual hourly forecasts, and viewer-friendly lifestyle weather are just a few of the features of the comprehensive Weather app. The interactive, touch-driven interface personalizes your presentation and connects to viewers.
- Upcoming Programming – Eye-catching, interactive teasers for programs are quick and easy to create with the fully-customizable Upcoming Programming app. The unveil-a-list format also does a great job with top ten lists and similar stories that build towards a climax.
- Charts and Graphs – The Charts and Graphs app provides a complete toolkit for the display of numeric data. It can be used for stories ranging from the ups and downs of the stock market to changes in unemployment, consumer prices, political opinions, and much more.

“Our rich library of apps brings every story in the newsroom to life,” said Ryan Ayres, vice president of AccuWeather’s Display Systems and Services division. “With these new apps, StoryTeller is now truly the one-stop shop for coverage of every type of news, sports, weather, and entertainment.”

For additional information about StoryTeller™, please contact Mark Joll at jollm@accuweather.com, or by phone at 814-235-8635. All the StoryTeller apps may be seen at AccuWeather Booth SL6816 at the National Association of Broadcasters show.

About AccuWeather, Inc. and AccuWeather.com

Every day almost 850 million people worldwide rely on AccuWeather to help them plan their lives, protect their businesses, and get more from their day. AccuWeather provides hourly forecasts with Superior Accuracy™ for more than 2.7 million locations worldwide, with customized content and engaging video presentations available on smart phones, tablets, free wired and mobile internet sites, connected TVs and Internet appliances, as well as via radio, television, and newspapers. Founded in 1962 by Dr. Joel N. Myers - a Fellow of the American Meteorological Society who was recognized as one of the top entrepreneurs in American history by Entrepreneur Magazine's Encyclopedia of Entrepreneurs - AccuWeather also delivers a wide range of highly-customized enterprise solutions to media, business, government, and institutions, as well as news and weather content and video for more than 72,000 third-party websites.

Visit www.accuweather.com for additional information.