

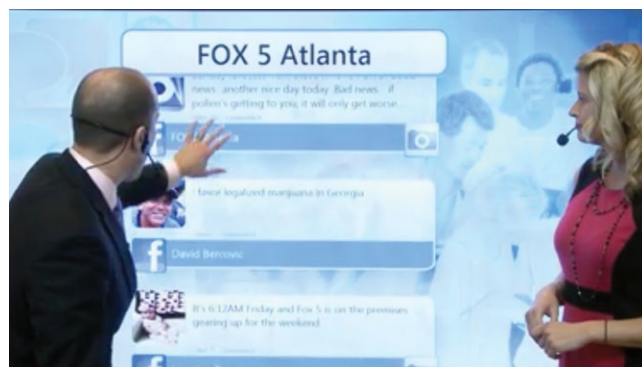
# NVIDIA Quadro and PNY Fuel AccuWeather's StoryTeller® to Deliver Lightning-Fast Graphics, Social Media and Live Video to Top Broadcast Stations

Delivering fast-paced graphics and video has become a necessity for newsrooms both big and small. Whether it's the latest radar images of an impending hurricane, live traffic reports, or social media interactions with on-air talent, broadcast stations face constant pressure to find ever-more graphically powerful formats.

Traditionally, only the largest network studios had the money and technology to wow their audiences. Now, the StoryTeller Interactive Touchscreen system from AccuWeather, powered by **NVIDIA® Quadro® graphics cards**, levels the playing field—so news stations of any size can deliver compelling, real-time, multimedia interactive stories to their viewers.

## Interactive TV Newscasting Made Accessible to All

Positioned in all top 10 U.S. broadcast markets, AccuWeather's StoryTeller system is a groundbreaking, high-resolution touchscreen platform that maximizes precision and responsiveness. PNY provided pre-and post-sales assistance allowing AccuWeather to select and integrate the right components which include an **NVIDIA® Quadro® K4000** graphics card and **4-input SDI Capture card**.



"Thanks to the speed, power, and cost-effectiveness of the NVIDIA Quadro GPUs, StoryTeller is the only product on the market that can provide regional stations with the same interactive controls as network TV studios," said Dan Despot, StoryTeller Product Manager, AccuWeather.

With AccuWeather's StoryTeller system, on-air broadcasters can easily control multiple live inputs; full-screen output; sophisticated graphics and social media content; and instantaneous annotation and telestration.

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Choosing the NVIDIA Quadro graphics cards not only helped AccuWeather reduce development time and costs for the StoryTeller system, it also enabled them to offer a plug-and-play, full-screen output capability with live telestration—an affordable add-on feature that about half of StoryTeller customers have chosen to use.

"We're immensely proud of every aspect of the StoryTeller product, starting with the Quadro graphics boards and the other fundamental components," said Ryan Ayers, Vice President of Display Services, AccuWeather.

## Extending AccuWeather's Reach

Despite its name, AccuWeather isn't just about producing the most accurate weather forecasts. The company also provides a range of tools to help broadcast stations graphically communicate their news and other stories. Only 18 months after its initial launch, the StoryTeller Interactive Touchscreen system became AccuWeather's top-selling product.

"One of the big challenges for any news station is to break out and look different. The AccuWeather StoryTeller system has become an integral part of our daily broadcasts and enables

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us to tell stories in a more compelling and interactive way,” said Jerry Cadigan, Product Operations Manager, WFAA-TV. Because it’s powered by NVIDIA Quadro, StoryTeller is extremely reliable and delivers stunning graphics without any latency.

In addition to the StoryTeller hardware, AccuWeather also provides software modules and monthly content, such as timelines and graphical explanations of topical events, in areas such news, sports, weather, traffic, mapping, social media, and entertainment.

### Reliability is crucial

Because AccuWeather backs its StoryTeller products 100% with its customers, the reliability of the NVIDIA Quadro products is important—as are PNY’s warranty and support services, which have ensured rapid resolution to the few technical issues encountered.

“The StoryTeller system is great for our broadcast customers.” said Ayers. “We appreciate the expertise and support that PNY has provided at each stage of the product’s development.”

## - FEATURED PRODUCTS -



**NVIDIA Quadro K4000**



**NVIDIA Quadro K4000 SDI**



### ACCUWEATHER, INC.

Established in 1962, provides local forecasts for everywhere in the U.S. and nearly 3 million locations worldwide. It also delivers products and services to more than 175,000 paying customers in media, business, government, and institutions. ([accuweather.com](http://accuweather.com))

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### PNY TECHNOLOGIES, INC.

Offering pre-and post-sales assistance, three-year standard warranty, toll-free professional technical support, and an unwavering commitment to customer satisfaction, PNY partners and customers experience first-hand why PNY is considered a market leader in the professional graphics industry. ([pny.com/quadro](http://pny.com/quadro))