

 **WEATHERSCAPE XT™**

19 March 2007

### **METRA'S WEATHERSCAPE XT™ IS A PROVEN WINNER WITH CHANNEL 7 VIEWERS**

Metra's flagship TV weather graphics product Weatherscape XT™ is now live at Channel 7's five broadcast centres across Australia.

Channel 7 is the most recent Australian broadcaster to go live with Weatherscape XT and Metra data. The shows being produced by Weatherscape XT can be seen on Channel 7's Sunrise breakfast show and the evening news broadcasts at each of Channel 7's five regional stations in Perth, Adelaide, Melbourne, Sydney and Brisbane.

"Metra was extremely supportive during the implementation and the simultaneous transition of five sites to the new system was pain free. We now have the flexibility of real time rendering and a range of animations that can replay and forecast major weather events" said David Porter, General Manager – News and Public Affairs, Channel 7. "We are very pleased with our selection of Metra's Weatherscape system and viewer feedback has been extremely positive".

Metra provides a continuous feed of high quality weather data which is instantaneously distributed to each of the five Weatherscape XT systems across the Channel 7 network. Local users can edit their data and their show graphics which are then automatically replicated to any of the other systems across the network. The data is used to produce regular shows as well as provide graphics for news weather stories.

"Weatherscape XT's powerful authoring tools have the power and flexibility to allow Channel 7's graphics teams to develop innovative and unique weather presentations for each region while maintaining a clean and consistent network look" said Tom Sutherland, Global Brand Manager for Weatherscape XT.

For further enquiries contact:

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