



# WEATHERSCAPE XT™

Media Release – March 2005

## BBC launches new weather format using Weatherscape XT

Metra Information Ltd, a subsidiary of Meteorological Service of New Zealand Ltd today announced that its television weather graphics system, **Weatherscape XT** will be launched by the BBC.

**Weatherscape XT** will be used to automatically produce graphics and weather forecast animations used every day on the BBC's television broadcasts as well as their interactive television and internet services.

The BBC purchased **Weatherscape XT** in early 2004 and Metra developers have been customising and installing the software over the past 12 months.

Metra Chief Executive John Lumsden hailed the launch as the culmination of the company's largest television project ever, and one of the biggest of its kind in the world.

"Implementing a weather graphic system of this magnitude was a real challenge. There is a vast amount of rapidly updating data that needs to be processed, stored and made available for instant playback in live studio situations. **Weatherscape XT** provides this and also automates show production."

"We have had staff in the United Kingdom and New Zealand working in close partnership with the BBC over the last year to provide them with exactly what they were looking for"

"The BBC is a sophisticated client with exacting quality and creative requirements. We were pleased to be able to deliver to their standards in what is a complex and demanding television environment."

"**Weatherscape XT** exploits advances in 3D graphics and animation techniques. That one of the world's leading broadcasters has chosen **Weatherscape XT** is a real endorsement of our people and their skills."

The project meant our staff were working round the clock at times to meet their requirements, and the culmination of this project is a weather show that will both entertain and inform viewers in the United Kingdom and around the world, while providing the BBC with real flexibility and future proofing" Mr Lumsden said.

**Weatherscape XT** was developed in-house by a team of specialist software developers, including 3D animation experts, database developers and meteorologists. It offers cutting edge visual presentation of the weather and management of the associated weather data. It allows broadcasters in any country to easily adapt the weather show to best present the forecast situation in their own style.

Metra's General Manager – International, Paul Linton said "the graphics technology is cutting edge, and the product is reliable and flexible. Installed on high-end PC hardware it allows news producers to communicate with their audience in new and exciting ways. Information can be selected and presented rapidly, for a whole country or across a city block".

"**Weatherscape XT** is currently the leading product in the world television weather graphics market, and having a demanding international customer base, including the BBC, has meant all product, operational and management aspects of the business have been refined to an extremely high level."