



APPLICATION NOTE

Doppler Weather Radar For Broadcast Applications Add Promotional Profit Opportunities for TV Networks

Every news channel in the United States uses Live Doppler Weather Radar images to provide the latest and up-to-date weather information to its viewers.

MicroMet- ADC introduced the first fully coherent LIVE Doppler radar for broadcast over 19 years ago. Since then, MicroMet-ADC has introduced many industry-leading innovations, including the best-looking 32-bit, fully anti-aliased, live, real-time display in broadcasting with almost 20% higher resolution than all of our competitors. MicroMet-ADC offers the highest graphic resolution today along with photo-realistic topography- all combined to produce a customized, unbeatable on-air look.



The MicroMet-ADC Doppler Weather Radar system gives TV stations abundant opportunities for promotion, along with a variety of profitable, non-traditional uses. Special tools and options add visual interest for the viewers. For example, the coverage area of Composite Live Doppler- whether a Dual Doppler or even Triple Doppler- keeps viewers better informed of storm intensity and movement, building confidence in the station's news and weather operation. The portable version of the Radar can be installed in an OB van to enable the channel to cover and present to its viewers storm activity as it happens Live in areas of special interest. With such features as 3D, street level maps, and 'depix' the MicroMet-ADC Doppler Weather Radar is a must for a modern weather report.



Used by all major TV Networks in the US including NBC, ABC, CBS, CNN, PBS, to name a few, who would vouch for the indispensability of the MicroMet-ADC Radar. With several sponsorship opportunities the Doppler Radar Live coverage gives the News Channels huge financial profit opportunities. A must for a professional weather report anywhere. One can imagine its usefulness if the TV Networks could have

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provided Live coverage of the Mumbai storms of 2005.

Main Features of the MicroMet Doppler Weather Radar I include:

- Low Acquisition Cost & Low Maintenance Cost
- Full Feature Radar Range – From a Portable Model to a Large 12ft Dish Radar
- Fully Solid State Radar – Unlike Tube Radars No Interference with other equipment on site
- Most Widely Used Doppler Weather Radar In The Broadcast Industry – More of our Doppler Weather Radars in Use by TV Networks compared to any other Manufacturer

For More Information & A Presentation Contact Us Today
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