



ArabiaWeather

MEDIA SOLUTIONS

Weather shows with a unique perspective!



TV



Online



Radio



The leading weather company in the Middle East and North Africa

About ArabiaWeather

Who We Are

ArabiaWeather is the leading provider of weather products, services and solutions to consumers and businesses in the Middle East. Our web properties and mobile applications serve millions of consumers across the region, providing them with timely, accurate and localised weather information.

Our Enterprise division provides customised weather solutions to businesses across the region. Several sectors are enormously affected by weather conditions such as the Media, Airlines and Airports, Insurance, Oil and Gas, Marine, Agriculture and Retail. Our solutions help businesses save costs, enhance safety and drive efficiencies in their operations.

ArabiaWeather's technology runs on proprietary hyper-localised data and algorithms. Our teams include the region's leading Meteorologists and weather experts, as well as talented R&D specialists, who endeavour to deliver the most accurate weather forecasts and information in the region.

Vision

Our vision is of an Arab World where people and businesses are empowered to make confident decisions based on accurate and timely weather information.

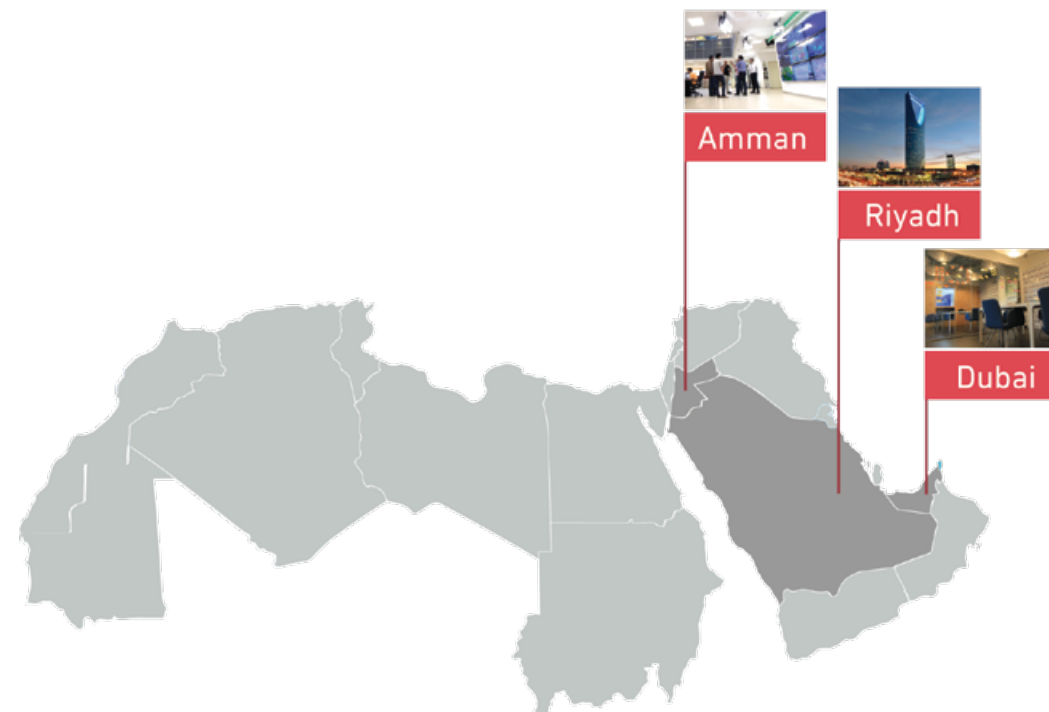
Mission

Our mission is to provide unique and high-quality meteorological and weather solutions to consumers and businesses in the Arab region. With this mission, we aim to enhance the quality of life for people in the region and to help businesses minimise losses and optimise production and performance.

Our Motto

Be the first to know!

Our Offices



Corporate Website:

corporate.arabiaweather.com

Media Solutions website:

media.arabiaweather.com

Consumers website:

www.arabiaweather.com

“**ArabiWeather**
provides
weather forecast
to **70 million**
Arab users
EVERYDAY”





Our Unique Technology

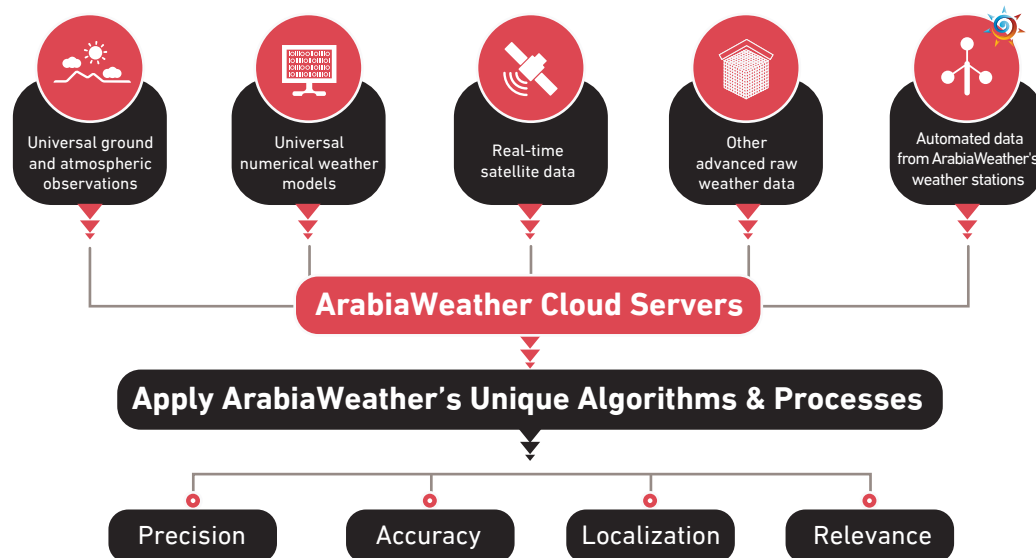
The Arab World's most trusted weather data source™

Our Unique Technology

ArabiWeather raw data sources

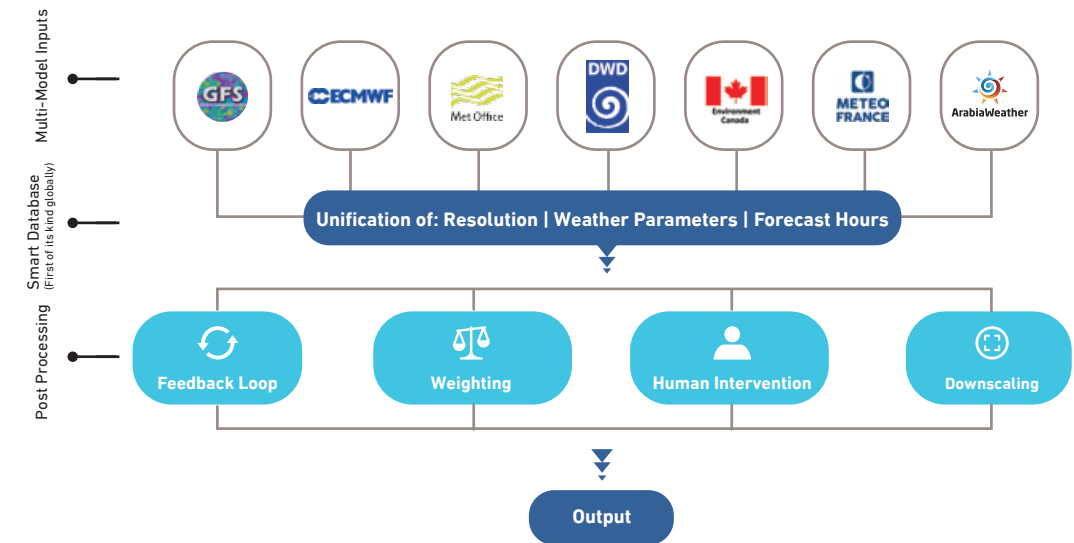
Through our partnership with EUMETSAT, we receive continuous and comprehensive high-resolution satellite coverage of this region every 15 minutes. Another feature of our solution is the partnership we have with Washington University that allows us to provide you with live lightning feeds, including lightning strike occurrence locations and times.

All data is processed by our custom cloud computing platform where we apply our unique weather forecasting algorithms. The engine is built with the latest in advanced networking and data processes, including a proprietary self adjusting algorithm. Historically long and short term data are integrated into our advanced multi-model linear regression equation to eliminate errors, facilitating continuous system learning and ensuring consistent, optimal results.



Unique Forecast Approach

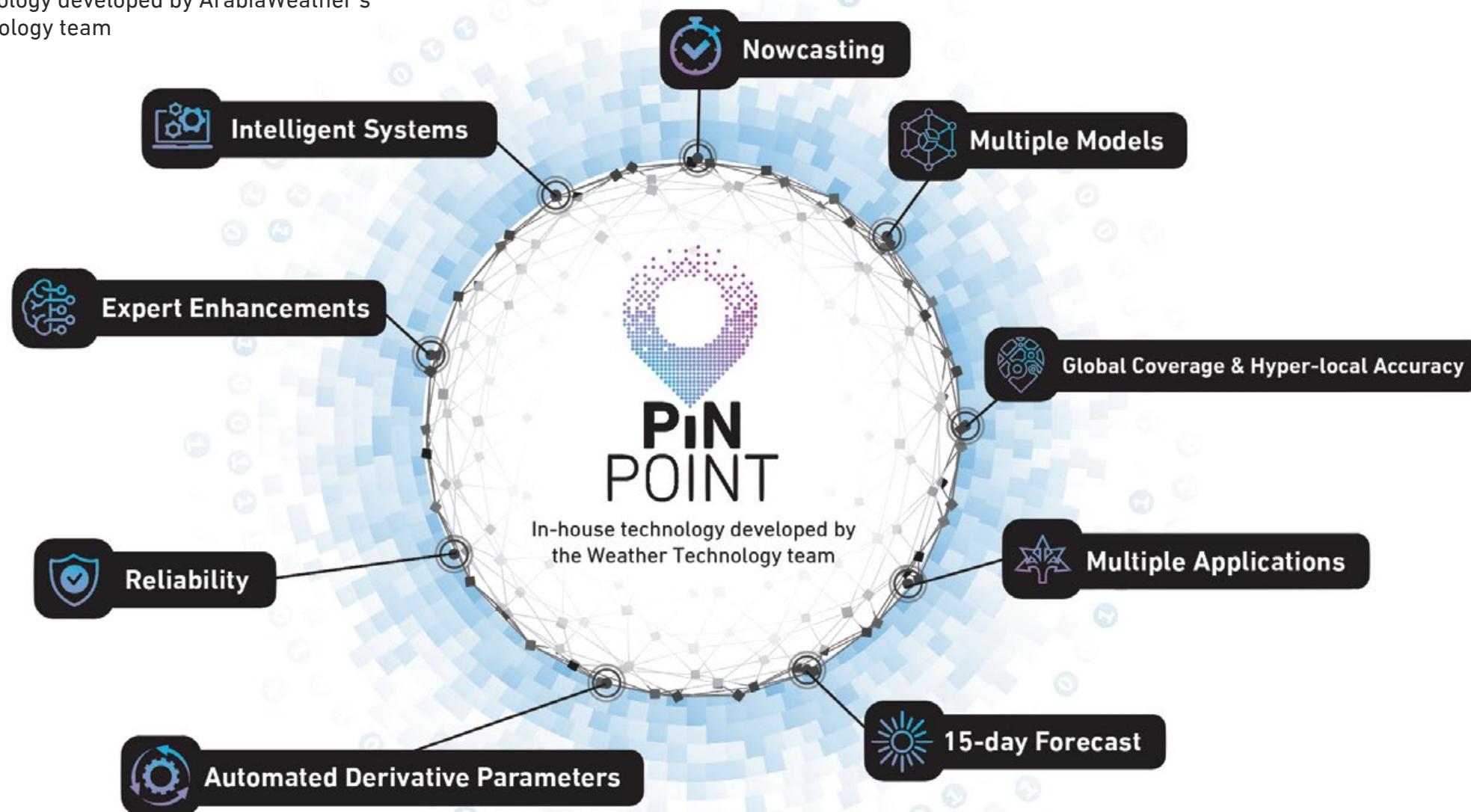
All system-generated weather forecasts data is then manually monitored and updated by our team of talented meteorologists. All team members are Arab region specialists with superior forecasting skills and over 150 years of collective team experience, adding an unparalleled human-enriched data set and level of quality assurance.



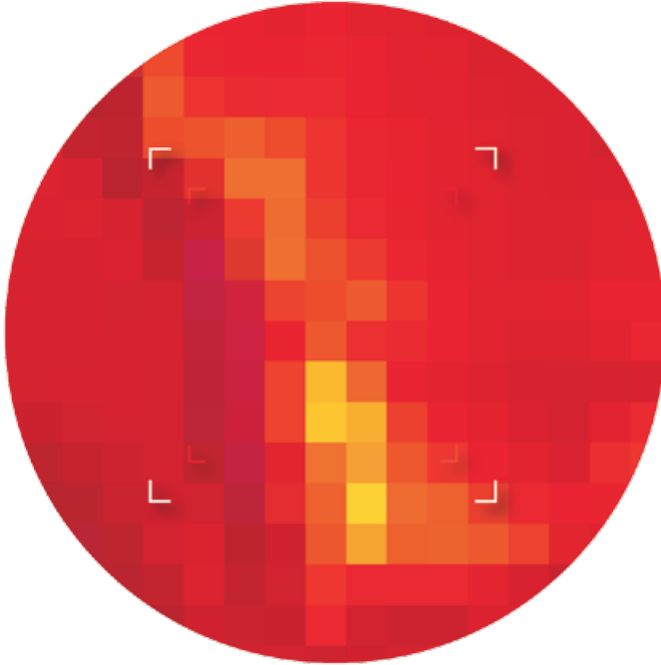
Please refer to the figure below for an overview of the ArabiaWeather process that we use to ensure the highest level of quality and provide the most accurate, localised, relevant, and precise weather forecast data in the region.

PinPoint Technology

In-house technology developed by ArabiaWeather's Weather Technology team



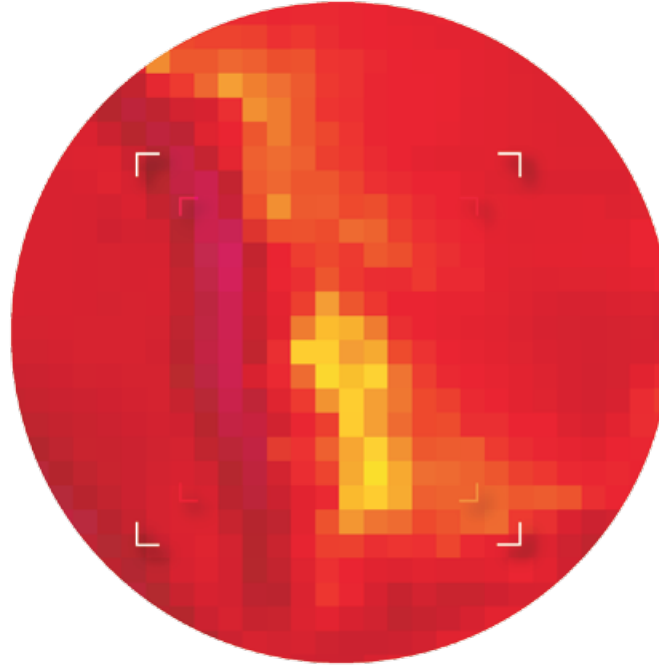
Data Resolution



US Government **GFS** global
forecast model data resolution is

27KM

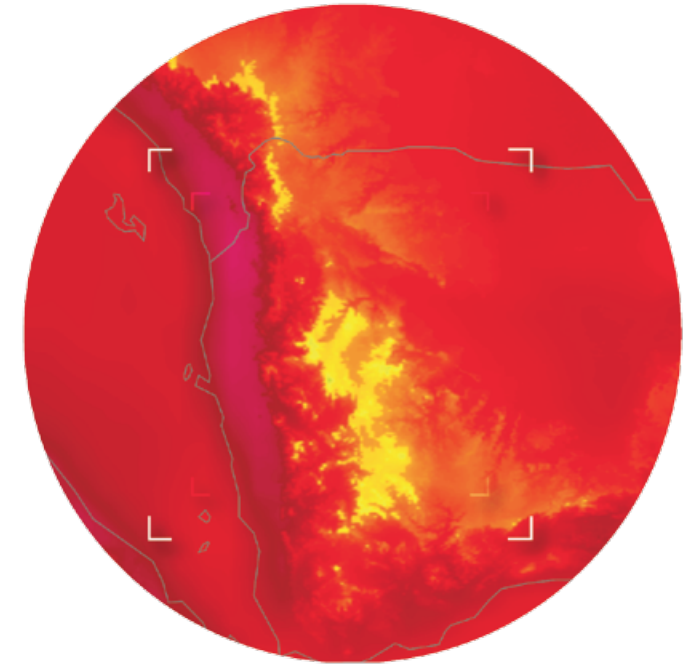
Free model used by most
weather websites



EUROPEAN Union ECMWF
global forecast model data resolution is

9KM

Paid model used by most
B2B weather companies



ArabiaWeather
forecast model data resolution is

250Meters

Through ArabiaWeather's unique
in-house algorithms and physics

Media Solutions



TV



Online



Radio

Weather shows with a unique perspective!

Media Solutions

We provide Weather shows with a unique perspective!

ArabiaWeather provides the Gulf Region with a comprehensive set of weather information and graphic tools.

The set includes realistic and compelling 3D animations, showing weather for today and tomorrow to attract and engage viewers.

The hyper-local and highly accurate forecasts keep your audience coming back. If your staff meteorologists need flexible tools to produce appealing visuals, or if you are looking for automated turnkey solution, ArabiaWeather has it for you.

Our award-winning designers create packages and integrate solutions to fit with your on-air look. This is another reason why we have become the Arab World's most trusted weather source.

THE BEST FORECASTS & Stunning Graphics!

ArabiaWeather Media Services:

ArabiaWeather
Weather Data™



ArabiaWeather
Clips™



ArabiaWeather
Presenter™



ArabiaWeather
Live TV™



ArabiaWeather
Online



ArabiaWeather
WeatherWire™



ArabiaWeather
Digital Signage



ArabiaWeather
Radio



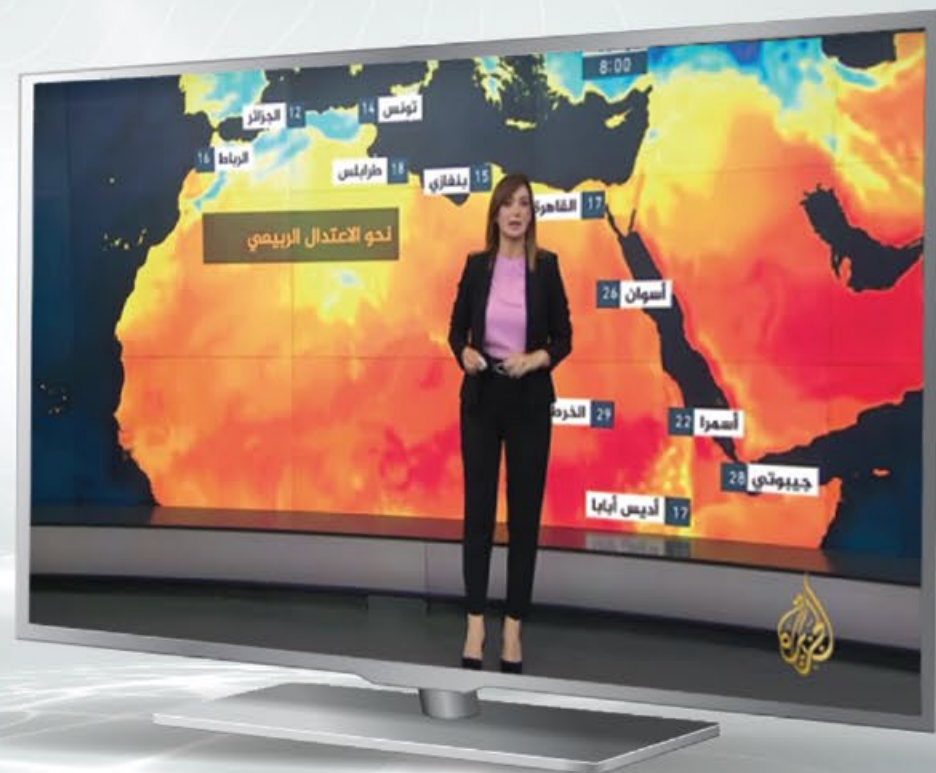
Latest Media Clients & Partners

As an ArabiaWeather client, you will have access to detailed reports to suit your organisation's specific requirements.



ArabiaWeather Weather Data™

The Arab World's most trusted weather
data source™



Weather Data Provider
& Visualization Partner



Only ArabiaWeather produces worldwide weather forecasts with hyper-local detail for the Gulf Region. Our proprietary science uses multiple regional and global forecast models, weather observations and reports. Final review by our staff meteorologists ensures the data receives human quality control. Your viewers will trust you for the best weather information.








ArabiaWeather Data & VizRT Integration

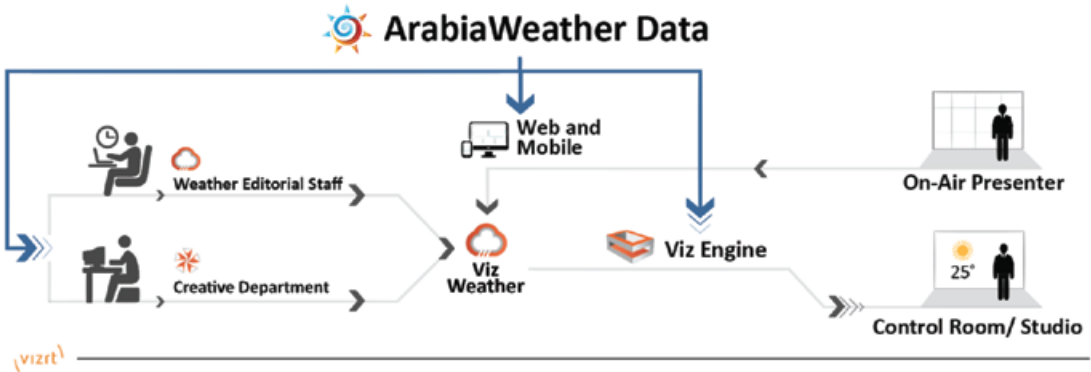
We have worked in partnership with Vizrt graphics systems developers to seamlessly integrate the ArabiaWeather data into the Viz broadcast environment including Viz Weather. Both the Vizrt and ArabiaWeather teams have tested and verified these integration points to ensure pinpoint accurate forecasts and precise graphics.

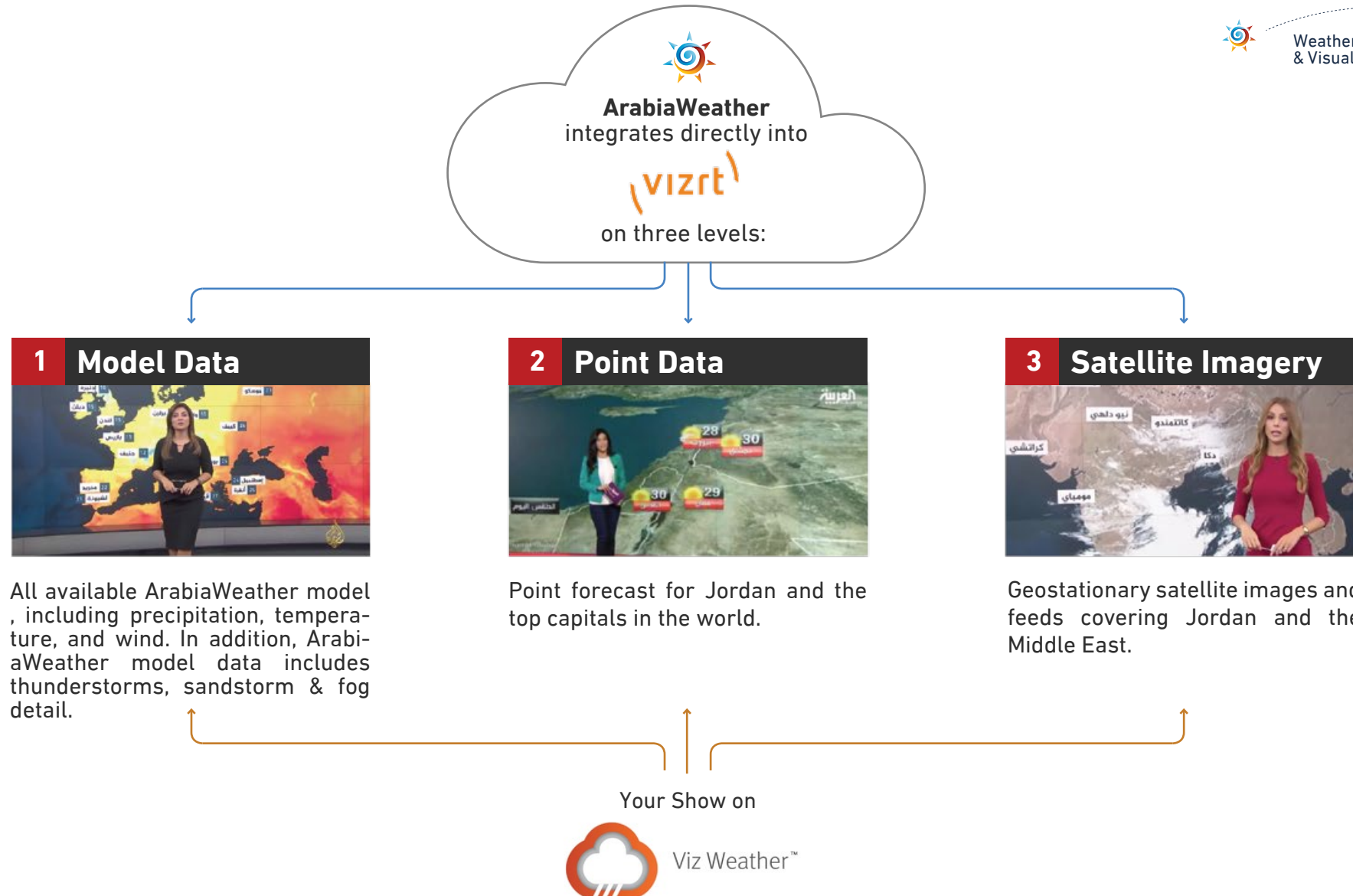
ArabiaWeather Data API connects directly to Viz Weather

- ★ Live data automatically displays on-air.
- ★ Exclusive ArabiaWeather forecasts.
- ★ Easy implementation.
- ★ The same data can drive on-air and mobile applications.



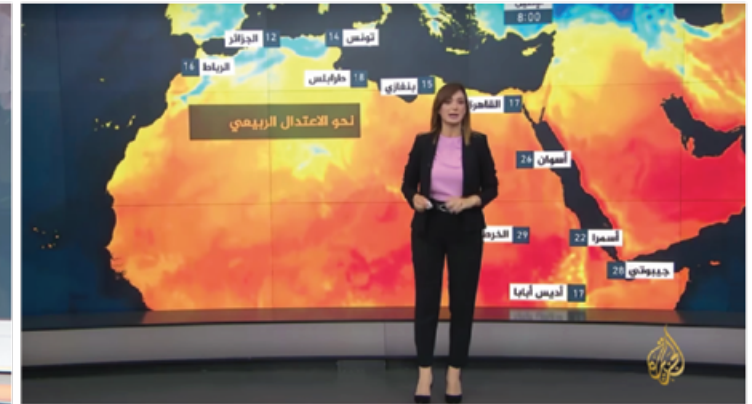
	طقس العرب ArabiaWeather	Other Companies
 Hyper local sub-city point data covering MENA	✓	
 Highly detailed weather forecasts descriptors	✓	English only
 MENA related weather forecast descriptors (ex: Dust storm, Sandstorm, etc...)	✓	
 Global weather locations forecasts	✓	✓
 Global Satellite	✓	✓
 Global Model Data	✓	✓
 Targeted model blending	✓	
 Arabic language local for dates, location & weather (ex: City area names, Hijri dates, Date naming, etc...)	✓	





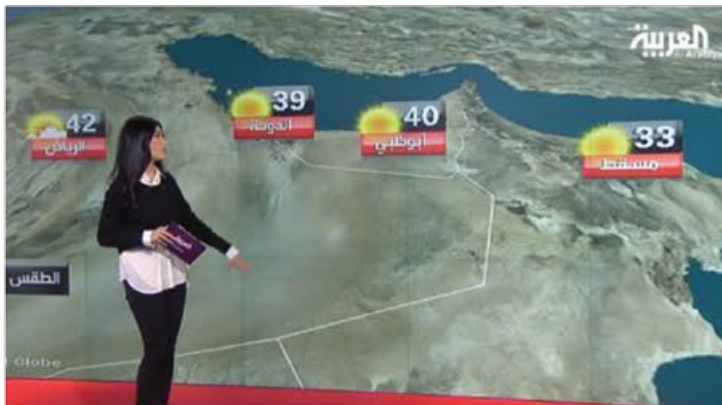
(1) Model Data samples:

Pressure, Temperature, Humidity, Wind Speed, Wind Direction, Precipitation, Dust and Fog



(2) Point Data samples:

Point data forecast for all capitals in the world.

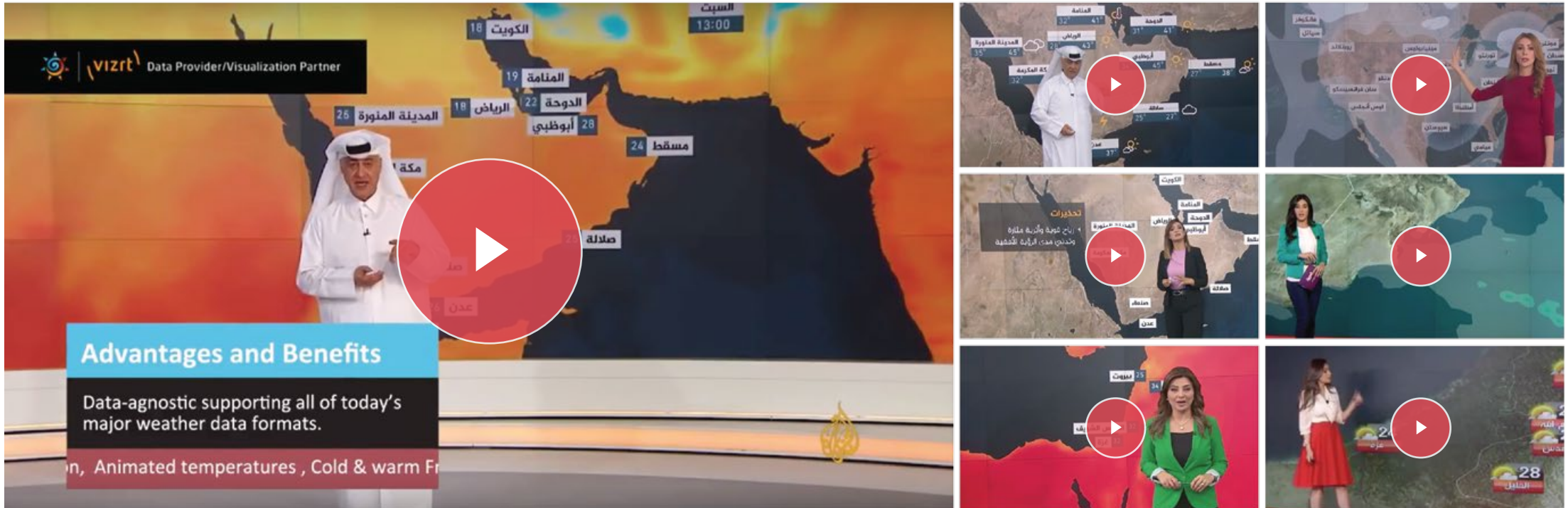


(3) Satellite Imagery samples:

Geostationary satellite images and feeds covering the World.



Showcase:



ArabiaWeather **Clips**TM

Daily ready-made Weather Forecast
clips delivery



ArabiaWeather Clips™ is an automation system that generates weather clips with certain specifications that meet the channel's (client's) broadcast specifications.

The automation system that manipulates the clip's weather information elements and other clip components brings data directly from our weather stations or any other weather data source to render and create a highly detailed, fully animated and attractive weather clip(s), that adds further value to a TV weather forecast.

All generated clips are associated with the TV channel's (client's) theme, and it also meets their broadcast specifications such as the resolution in which they present, the dimensions of their stage and more.

There is no human involvement

during the process of generating the weather clip, so by using an automated system, the risk of errors, mistakes and any wrong data is eliminated.

Using such a system will reduce the time and cost of creating and rendering a weather forecast clip, resulting in quick and on-time delivery of clips.

Our weather forecast clips generator can deliver videos that meet any TV channel specifications, with very high resolution and the very best quality.

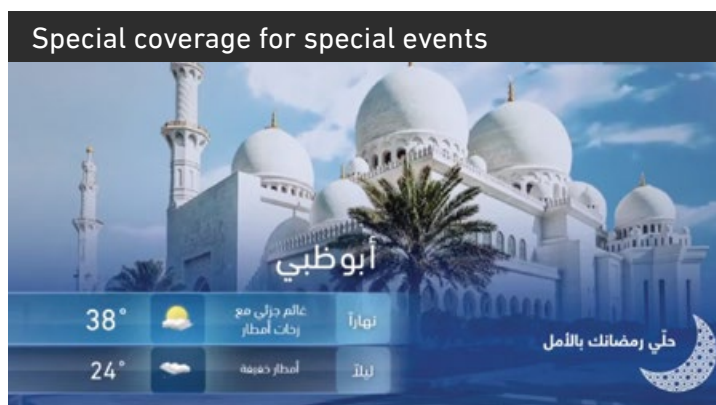
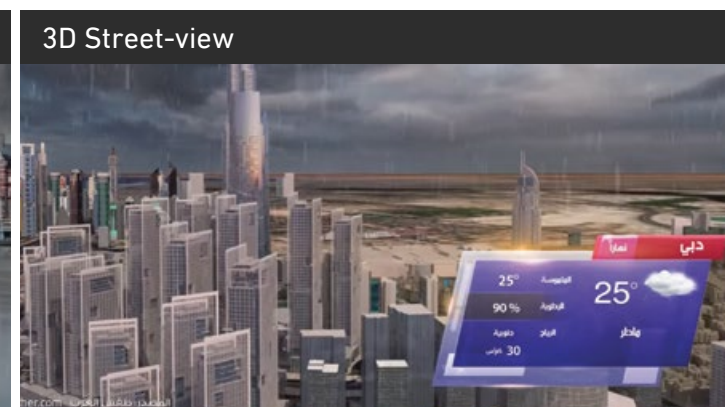
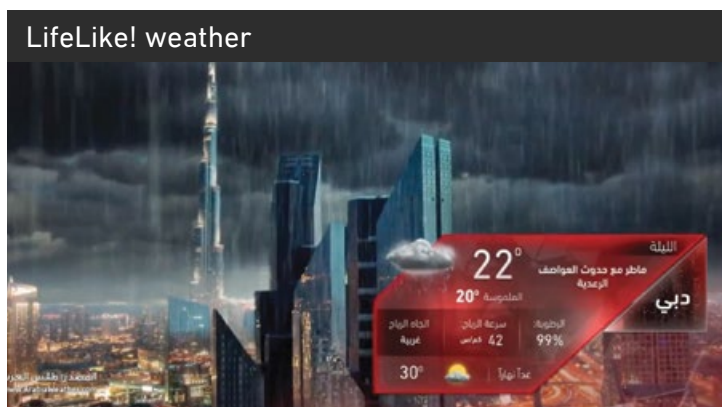
Product Features:

- Daily video weather clips.
- The most accurate, hyper-local forecasts available in the Arab World.
- Forecasts for the first 5 days.
- We are the only provider of sand, dust, and fog forecasts.
- Lifestyle weather forecasts.
- Special coverage for special weather events (Al Hajj, Umra, Adha Eid, and Fitr Eid).
- Graphics that dynamically change based on weather conditions.
- Graphics matched to your brand, look and feel.
- Teleprompter-ready scripts.
- Available in Arabic, English and French.

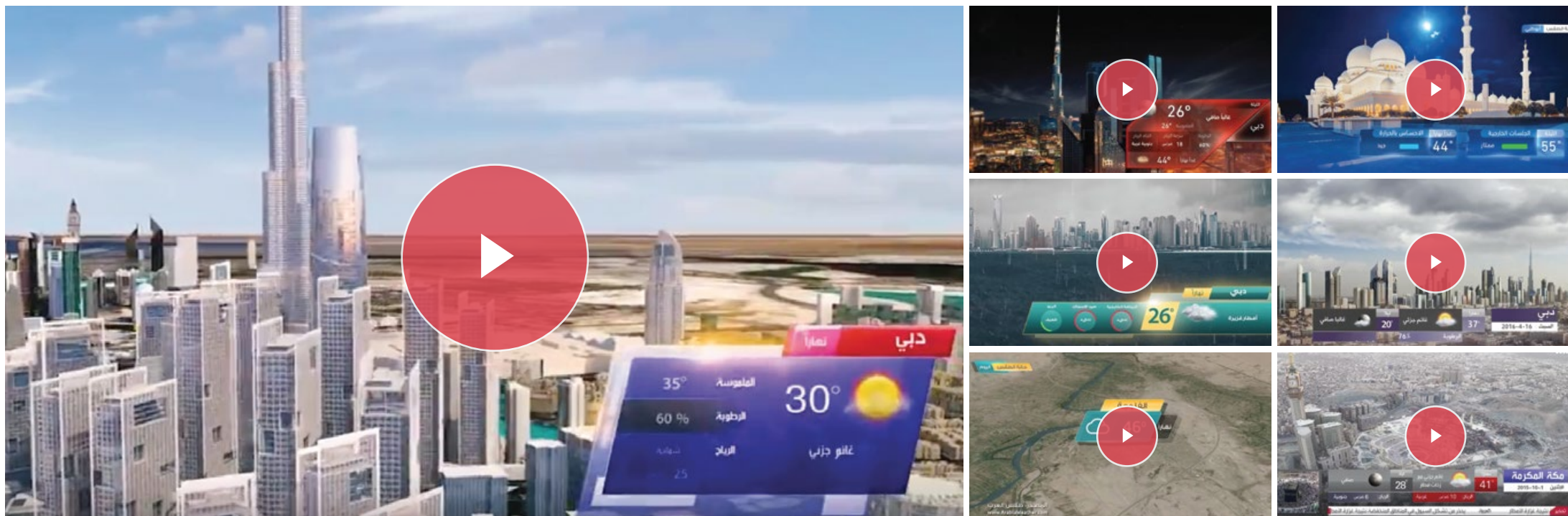
ArabiaWeather will provide the following:

- Daily weather clips during 365 days/ year.
- Each clip generated, will be delivered using FTB or upload on Dropbox.
- Attractive Lifelike videos in line with the TV identity.
- The system will generate a video clip that meets the channel broadcast specs.
- We follow TV standards by assigning 1 to 3 minutes for each weather forecast clip.
- Music tracks suited to your presentation style.
- Support 24/7/365.

Samples:



Showcase:



ArabiaWeather
Presenter™

Real-time Weather Storytelling System



ArabiaWeather Presenter™ is a complete on-air weather graphics system for broadcasters. The system includes all the hardware and software you need to create custom, interactive weather shows and put them on-air.

Attract and retain viewers by combining the power of ArabiaWeather's exclusive hyper-local weather data, the Arab World's most trusted weather source with your broadcast brand.

The system itself can be delivered as HD with several TV broadcasting resolutions, for example, wide (1920x1080), or any other dimension like (720x576). Also, it may contain a chroma background, in case a mixer device needs to be connected to the system, so any boxes or objects will float as a layer shown on the top of the presenta-

tion layer, with attractive animations and effects added to the weather forecast. Also, the ArabiaWeather Presenter™ system can be installed as a TV video wall if preferred, adding an exciting extension to any space.

Product Features:

- Weather Now LifeLike!
- Hyper-Real 3D flyover map and street view.
- Animated weather maps and real-time satellite feeds.
- Weather up to 5 days.
- Hyper-Local forecasts.
- Viewer engagement with Social Media integration and tips for lifestyle activities.
- Talent playback control and interactivity.
- Comes with a scene- advance clicker.
 - Wireless control
 - Allows the presenter to control when the display advances to the next scene
- Sponsor area.
- Available in Arabic and English.

ArabiaWeather will provide the following:

- A real-time render machine.
- A presenter system™ design.
- An attractive design in line with channel identity.
- Clicker device.
- Any monitor/ display will not be included.
- System installation and preparation in TV studios.
- Support 24/ 7/ 365.

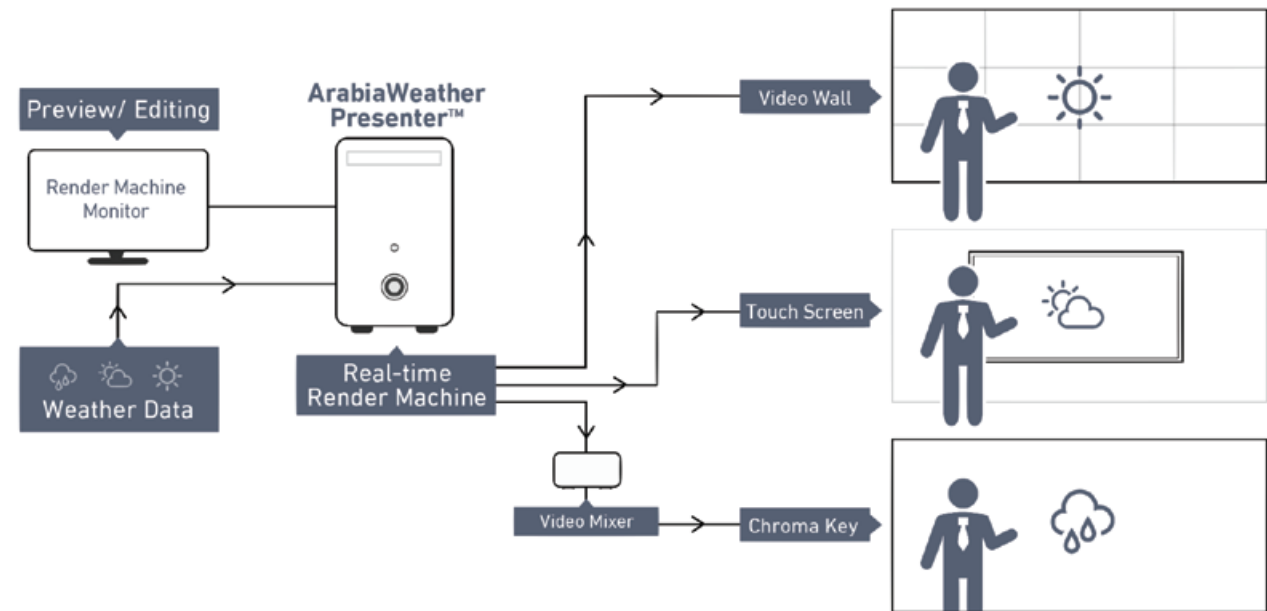
Advantages of ArabiaWeather Presenter:

- Easy to input and update data (in less than 10 minutes!).
- Easy to modify data and content.
- Ability to customise the duration of weather shows.
- No need for rendering.
- Can be used for LIVE shows.
- Can be used through Chroma, Video Wall, large screens, and touchable systems.

Presenter Render Machine Specifications:

- Memory: 32 GB DDR3 of PC-1600
- Graphics card: Nvidia GTX 750 with 4GB DDR5 RAM
- Hard Drive: 480GB SSD
- Video Output: Intel i7 4770 3.4GHz/ 1333MHz - 8MB L3 cache
- Cache: Integrated 8MB Level 3 cache
- Chipset: Intel Q87 original with 1333MHz

_____ Your weather show is ready to go LIVE! _____



Samples:



Showcase:



ArabiaWeather **Live TV™**

Live 24-Hour Weather Channel Custom Built
for Your Audience and On-air Brand



ArabiaWeather TV Live™ provides the versatility of a fully-animated televised system and also integrates with other media creation systems. It includes several screens, updating its weather data automatically 24/7/365 without staff being required.

ArabiaWeather Live TV is built for professionals who create, manage and distribute specialised weather media content on a large scale, that require unique and highly detailed weather descriptions, ArabiaWeather TV Live™ is the solution

Product Features:

- State-of-the-art graphic weather time-lapse simulation module of current conditions and expected forecast.
- 3D maps and street views
- Animated weather maps, and real-time satellite feeds
- Hyper-Local forecasts for the following days
- Viewer engagement with Social Media integration, and tips for lifestyle activities
- Available in Arabic and English.

ArabiaWeather will provide the following:

- Real-time render machine.
- Live TV system™ design.
- Attractive design consistent with channel identity.
- System installation and preparation.
- Support 24/7/365.

Examples:



Showcase:



ArabiaWeather Online

Deploying your content to every app,
on every type of screen



Our service ensures your viewers have access to your weather brand on every screen. Our online and mobile solutions deliver weather and forecast information with your branding and our accuracy to all of your web and mobile channels.

Weather Widgets



Social Media



Weather Widgets

ArabiaWeather's responsive design widgets provide an optimal viewing experience for your visitors on any device. From desktop monitors to mobile phones – our widgets automatically resize to match the user's browsing environment.

Product Features:

- 10-days weather forecasts.
- More than 250 of weather icons and statuses.
- Unlimited hyper-local locations in MENA and World Wide.
- Humidity, wind speed and direction data.
- 72 hour temperature outlook.
- Special coverage for the special occasions.
- Responsive layout for web and mobile Apps.
- Localized Lifestyle and Activity data.
- Available in Arabic and English.

 widgets.arabiaweather.com

Examples:



Social Media

ArabiaWeather's responsive design widgets provide an optimal viewing experience for your visitors on virtually any device from desktop monitors to mobile phones.

Product Features:

- Matching on-air and online weather information and graphic looks.
- Unlimited hyper-local locations in MENA and World Wide.
- Up to 5-Day weather forecasts.
- Day and Night temperatures.
- ReelFeel™ temperature.
- Humidity data.
- Wind speed and wind direction data.
- Day and Night icons.
- Weather status description.
- Available in Arabic and English.
- Special coverage for special weather events (Al Hajj, Umra, Adha Eid, and Fitr Eid).

Examples:



ArabiaWeather **WeatherWire™**

Real-time weather feeds for every screen that your
news and weather team needs



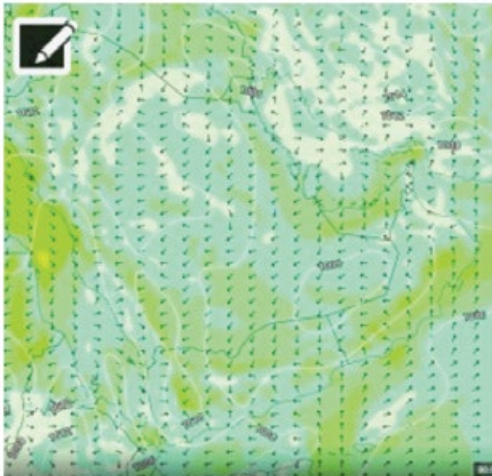
ArabiaWeather Wire is a customisable live news feed delivered in dashboard fashion onto virtually any screen or platform. The latest weather scrolls live information on any device for anywhere your team chooses . When the weather is news, you will be ready to share the whole story with your viewers, subscribers and social media followers.

Product Features:

- Hyper-local weather news and updates especially for KSA, GCC and the Levant.
- Hyper-local Travel content.
- Dedicated Health content.
- Special coverage for special weather events (Al Hajj, Umra, Adha Eid, and Fitr Eid).
- Your staff maintains full editorial control.
- Available in Arabic and English.







Samples



2017-09-27 م ، 1439/01/07 هـ

رياح نشطة على غرب المملكة
وفرص الامطار للمرتفعات الأربعة

طقس السعودية | السعودية | أمطار | رياح





<https://goo.gl/m9CSY3>



2017-09-24 م ، 1439/01/04 هـ

ليالي أكثر برودة بانتظار الأردنيين
خاصة مع نهاية الاسبوع

طقس الاردن | انخفاض درجات الحرارة

<https://goo.gl/NKMsdW>



2017-09-24 م ، 1439/01/04 هـ

بالصور.. البرق يضئ سماء عددٍ من
محافظات المملكة

البرق

<https://goo.gl/UksXvU>



2017-09-19 م ، 1438/12/29 هـ

إعصار ماريا يشتد ويتحول للفئة
الخامسة بعد اجتياحه الكاربيبي

اعصار ماريا | اعاصير

<https://goo.gl/Drgh3m>

ArabiaWeather

Digital Signage

Live, compelling weather information, wherever
your business needs it



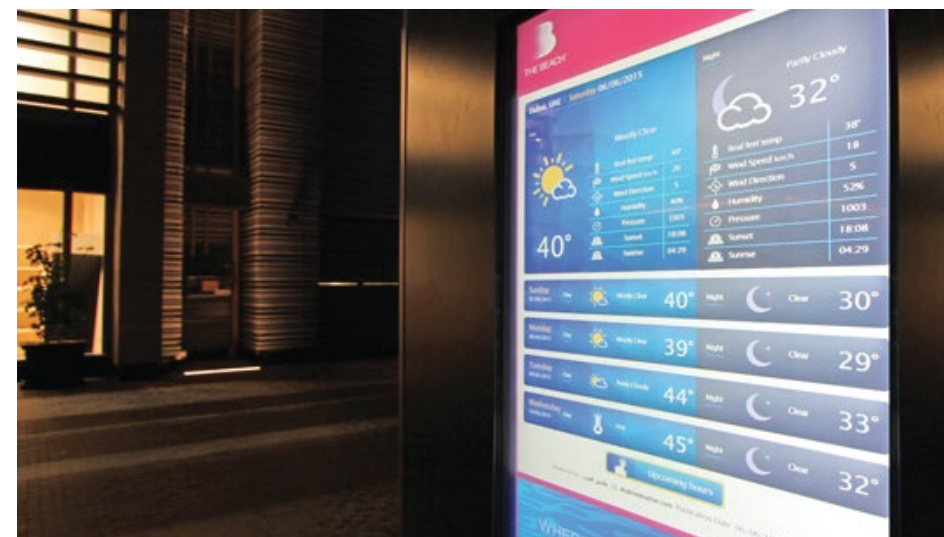
ArabiaWeather Digital Signage

Anywhere your customers or team members depend on good weather and forecast information ArabiaWeather has a solution. Our digital signs are customised for your specific needs and are ideal for Point of Sale use, sponsor locations, and corporate offices.

ArabiaWeather systems can be deployed anywhere you can provide power and an Internet connection.

Product Features:

- 10-days weather forecasts.
- More than 250 of weather icons and statuses.
- Unlimited hyper-local locations in MENA and World Wide.
- Humidity, wind speed and wind direction data.
- 72-hour temperature outlook.
- Special coverage for the special occasions.
- Localised Lifestyle and Activity data.
- Available in Arabic and English.



ArabiaWeather

Radio

Weather news and forecasts automatically delivered
to your listeners



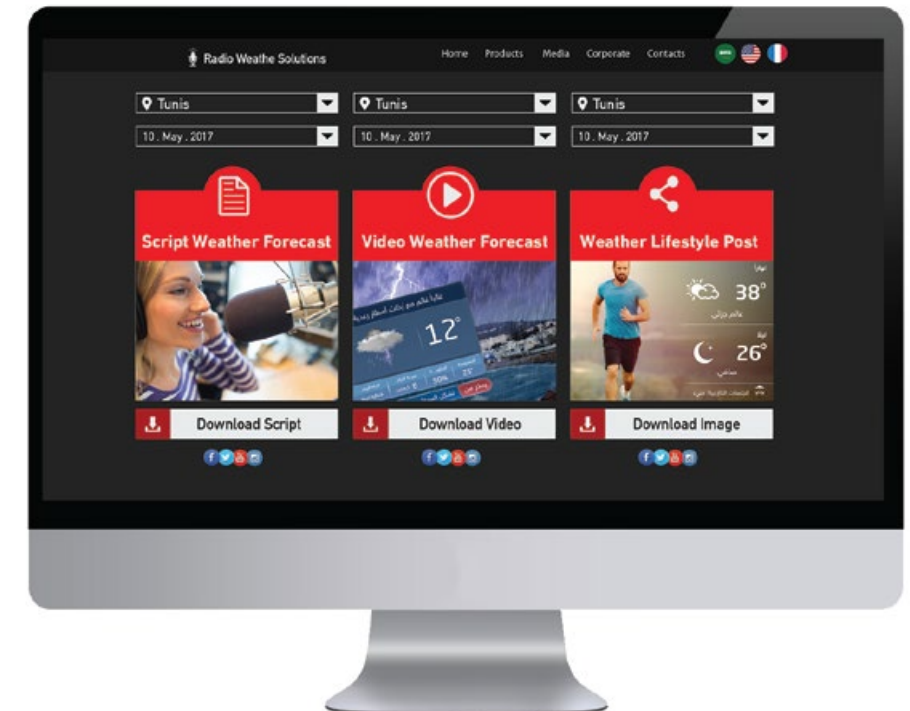
ArabiaWeather Radio

Now, your radio audience can tap into ArabiaWeather, the Arab region's fastest growing weather brand. ArabiaWeather weather forecast packages for radio broadcasts are available in English or Arabic and are updated as frequently as conditions warrant. These automatically updated weather segments are instantly and seamlessly delivered to your radio production system.

Ask us about optional live cut-ins for regular programming and breaking weather news.

Product Features:

- Hyper-Local forecasts for the next days
- Daily weather forecast summary script for Tunis, Levant and GCC.
- Special coverage for special weather events (Al Hajj, Umra, Adha Eid, and Fitr Eid).
- Graphics that dynamically change based on weather conditions.
- Viewer engagement with Social Media integration, and tips for lifestyle activities
- Graphics matched to your brand, look and feel.
- Weather news.
- Lifestyle weather forecast.
- Weekend weather forecast.
- Travel content.
- Available in Arabic, English.



Audio demo: <https://goo.gl/e4c8gn>

ArabiaWeather **Training & Support**

Our team is experienced in meeting the rigorous demands of the live broadcast environment



ArabiaWeather Partners with UK Met Office to Offer Weather-Related Training in Middle East and Africa.

ArabiaWeather Training & Support

ArabiaWeather trains your technical and on-air staff to ensure our media solutions meet your specific on-air needs. Once you go live, 24/7/365 support is available so you can provide service when weather matters to your viewers.

With decades of experience in the weather industry, the ArabiaWeather team ensures that your business can be up-to-date with the latest developments in weather and its related technologies. We customise our solutions and weather training courses according to the needs, experiences, and specific areas of focus you need.





Thank
You!

Media

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