



Brainstorm and AccuWeather® Team Up On Joint Development of New Generation of 3D Applications For TV Weather Presentations

The Companies, With A Long History Of Collaborations, Will Partner to Develop Real-Time, Data-Powered 3D Weather Products, Augmented Reality, and Virtual Sets

Brainstorm Booth SL4097 and AccuWeather Booth [SL5031](#)

NAB 2024, Las Vegas, NV – April 16, 2024 – Brainstorm, leading manufacturer of real-time 3D graphics and virtual studio solutions, and AccuWeather®, the world's most accurate and most used source for weather forecasts, announced today at NAB that they will enhance their years-long collaboration to create a completely new generation of real-time 3D weather applications for television, powered by the world's largest proprietary collection of global weather data.

This new integration of Brainstorm's state-of-the-art solutions for real-time 3D graphics, AR, and virtual sets together with AccuWeather's worldwide weather forecasts, data and weather data visualization tools including touch screen applications, will allow TV stations and other content creators to engage their audiences with amazing weather content. Using the latest digital techniques in enhanced storytelling, on-air talent will be able to turn complex severe weather forecast information and hyper-local data into a dynamic weather show that sets them apart from the competition.

Brainstorm and AccuWeather share a long history of collaboration, starting with Brainstorm's eStudio render engine use of AccuWeather's real-time data, which started decades ago. This winning combination set the standards for weather visualization, including real-time data import, AR map visualization and in-context animations. With exciting new creative products coming soon from this renewed collaboration, broadcasters, channels, and content creators of any kind and size will be able to benefit from the most advanced data-driven imagery for weather visualization.

According to AccuWeather Founder & Executive Chairman Dr. Joel Myers, "AccuWeather is home to the world's largest, proprietary global weather database. Our data is the cleanest and most accurate set of past, current, and forecast weather conditions available, with details including real-time surface observations, lightning data, radar data, government issued weather warnings, satellite data from geostationary weather satellites covering the entire world, over 190+ numerical forecast models, air pollution observations, and much more. This new partnership brings the best weather data and the best graphics together in a way that is accessible to local TV stations and will help them elevate their weather shows to a level that was previously only available to major networks."

"Success is built on relationships, and with the excellent one we have with our friends and colleagues at AccuWeather, together with the integration of the world-renowned technology our two companies have, we're very pleased to announce the joint development of the next generation of 3D real-time weather applications", says Ricardo Montesa, Brainstorm's CEO and Founder.

Brainstorm's advanced yet user-friendly products meet today's rapidly evolving broadcast and AV market requirements by providing state-of-the-art real-time 3D graphics, VP/XR (Virtual Production & Extended Reality), AR (Augmented Reality) and virtual studio solutions for a variety of applications. With thousands of installations worldwide since its foundation in 1993, Brainstorm's client base includes large broadcasters, smaller and regional stations, production houses and other content providers. More information on www.brainstorm3d.com

For more information or high-resolution images please contact Jesús Sierra: press@brainstorm3d.com

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The companies plan to release the first results of this partnership by the end of this year, followed by additional integrations and products in 2025.

About AccuWeather

AccuWeather®, verified as the most accurate and most used source of weather forecasts and warnings in the world, has saved over 10,000 lives, prevented injury to over 100,000 people, and saved companies tens of billions of dollars through better planning and decision-making.

Billions of people around the world rely on AccuWeather's proven Superior Accuracy™ across our consumer digital platforms. AccuWeather.com is a leading weather destination and one of the top 100 most-visited websites in the world, and our award-winning AccuWeather app delivers detailed real-time forecasts to millions of smartphones.

AccuWeather forecasts also appear on digital signage, in 700 newspapers, are heard on over 400 radio stations, and viewed on 100 television stations. The AccuWeather Network and AccuWeather NOW® reach an audience of over 125 million on cable and streaming platforms including DirecTV, Charter Communications - Spectrum, Verizon, Philo, Fubo, Frndly TV, Comcast's Xfinity X1 and Xfinity Stream, Roku, Xumo, Red Box, Rockbot, LG, and Amazon Freevee.

Visit accuweather.com for the most accurate hyperlocal forecasts, weather news, and information, and download the free AccuWeather app for [Android](#) or [iOS](#).

About Brainstorm

Brainstorm's advanced yet user-friendly products meet today's rapidly evolving broadcast and AV market requirements by providing state-of-the-art real-time 3D graphics, VP/XR (Virtual Production & Extended Reality), AR (Augmented Reality) and virtual studio solutions. With more than 3,000 installations worldwide, our client base includes many of the world's largest broadcasters, plus smaller and regional stations, production houses, film facilities and many other content providers, including esports, corporations and internet creators.

Established in 1993, Brainstorm is committed to innovation and has been a pioneering company with many technologies such as real-time 3D graphics, virtual sets, camera tracking, XR and film pre-visualization. With headquarters in Spain and subsidiaries in the US, Latin America and Asia, and channel partners all over the world, Brainstorm is a global company committed to innovation, member of the NAB, SVG, IABM and other industry associations, and is certified and meets the requirements of ISO 9001. More information on www.brainstorm3d.com

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