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MeteoEarth – Interactive Insight in Global Weather in Converging Media

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Explaining weather phenomena on global and continental scale is a challenging task for broadcast meteorologists. Most often the different atmospheric features are linked together in a very dynamic way and the verbal explanation should be supported by a stunning visualization. MeteoEarth supports presenters in their task by adding an interactive element to the weather show. Starting from a global view the general circulation patterns can be explained and continental and regional features introduced in a natural way. The size of zones with very active weather (like hurricanes or floods) can be compared to the geographic area of the audience.
The same feature set is also available for the audience itself through mobile devices like smartphones and tablets. MeteoEarth enables the user to investigate different meteorological parameter in a 3D view around the globe. With the combination of both tools broadcasters have the option to introduce topics which the audience can then individually explore further. It also opens opportunities for schools and universities to use new technologies in the classroom to enable a better understanding of global weather and climate regimes.