

AccuWeather partners with Nigeria's World Entertainment TV

Nigeria's World Entertainment TV, in partnership with AccuWeather's Display Systems and Services division, will install four StoryTeller Interactive Touchscreen News Solutions in its network headquarters.



The turnkey StoryTeller systems will initially provide the network with the ability to deliver interactive social media commentary and weather forecasts to the network's West African television audience, thanks to proprietary applications created by AccuWeather. Additional applications for delivering interactive presentations on virtually any topic are easily downloaded and implemented, much like those used in tablets and smartphones.

Already in use in television stations across North America, the addition of StoryTeller by AccuWeather Expands Global Audience with Nigeria's World Entertainment TV to its client list marks a significant milestone for the StoryTeller product in reaching a global audience.

"The agreement with StoryTeller by AccuWeather Expands Global Audience with Nigeria's World Entertainment TV confirms that StoryTeller meets the needs of networks and newsrooms all over the world. All StoryTeller applications can be customised to any language and any graphics the station chooses," says Ryan Ayres, Vice President of AccuWeather's Display Systems and Services.



"The system is designed to respond like a smartphone to the needs of on-air broadcasts, making it a system that virtually every audience can relate to," says Loren Tobia, Vice President of TV Displays and Services Sales for AccuWeather.

StoryTeller allows newsrooms to download and install a wide range of customisable applications for coverage including Crime, Traffic, Social Media, Live Polling, and more. Adding apps to the system is said to be as fast and intuitive as using a smartphone.

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