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Working with AccuWeather® data feeds

INTRODUCTION

AccuWeather® is a US based real-time data provider who specializes in weather forecasts and live news feeds. These data feeds can be designed for various delivery methods, including digital signage.

Benefits for signage network operators are:

- A constant flow of current and useful information for their viewers.
- Targeted local weather information.
- A scalable cost structure based on a monthly fee per screen.
- Multiple delivery methods: RSS and Flash.
- Some of the RSS feeds also contain links to images or video content.

RSS DATA STREAMS

AccuWeather® features an extensive portfolio of RSS/XML data feeds:

- Multiple Location Hourly Forecast
- Multiple Location Current Conditions
- Multiple Location 5-Day Forecast
- AccuWeather.com Videos
- Trivia Question
- Travel Forecast
- Top Weather Headline
- Tropical Weather Headline (Seasonal)
- Single Location Current Conditions
- Single Location Hour by Hour Forecast
- Single Location Today, Tonight, and Tomorrow Forecast
- Single Location Health (Pollen)
- Single Location Health Indices
- Single Location 5-Day forecast
- Single Location 5-Day forecast with text
- Single Location 7-Day forecast with text
- Single Location Watches and Warnings
- Business News
- Entertainment News
- Sports News
- US News
- World News
- Health News
- Science News
- Today in History News
- Strange News

AccuWeather® RSS feeds are processed and parsed by your digital signage solution of choice just like any publicly available RSS feed. All feeds are provided in RSS 2.0 Format.

News feed data is provided by the Associated Press. These feeds may contain an image or a link to a video and include the article text.

GRAPHIC CONTENT

Finished graphics are available for display. These graphics are provided by AccuWeather® in PNG format at a resolution of 1024x768. There are graphics to present weather information, news graphics and weather radar graphics. All graphics are accessible via URLs as per your subscription.

FLASH MODULES

AccuWeather® features an extensive portfolio of Flash modules. These modules are delivered in either Flash 8 (animated) or Flash 7 (not animated). The modules work as follows: The Flash file contains all required background images, fonts and animation. The file is coded in such a way that it will read the required data from the AccuWeather® servers and if the data has changed from the previous update, it will download and display the newly published data.

Separating the volatile content (real time data) from the graphic design is very efficient because graphics would consume much more bandwidth than simple text data. The Flash file only needs to be downloaded by the DS player once. From this point forward, it will update its text based data as needed. The bandwidth impact is minimal.

However, you should take into account the following considerations:

1. Flash 8 (animated) modules require more “horsepower” than other types of media. Use of a dual-core PC is highly recommended. Flash 7 (not animated) modules can operate on less powerful PC hardware.
2. Your Adobe Flash player should be kept up to date. Recent improvements in memory handling have really enhanced Flash animation playback quality, especially on compatible hardware.
3. A permanent internet connection is required at the Player end (preferably broadband) to ensure best performance. Loss of Internet connection will cause a data retrieval error to be displayed. Once connectivity is restored, text data will update once more seamlessly.
4. Flash modules are available in 4:3 and 16:9 (widescreen) formats.

Once you have signed up for your Flash modules with AccuWeather® you will receive a URL via email. Clicking this URL will launch the Flash module activation and download process. Simply retrieve the downloaded file and publish it to your DS Players to display your subscription.

Here is a list of topics available in Flash module format:

- Business News
- Entertainment News
- Health News
- Science News
- Sports News
- Tropical News
- US News
- World News
- Weather News
- Current Conditions
- Extended Forecast
- Forecast
- Health Weather
- Hour-By-Hour Forecast
- Pollen Weather
- Trivia
- Travel
- Today in History
- Thought of the Day
- Radar

Any questions about this document should be directed to:

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