



## News Synergy 2.0 Delivers New Mobile Design and Expanded Functionality

MADISON, WI; DENVER, CO; and BLOOMINGTON, MN – January 7, 2014 – Adpay<sup>®</sup>, the market innovator of online and print classified solutions to the media industry, Weather Central<sup>®</sup>, the leading provider of state-of-the-art broadcast and digital weather, news and traffic solutions and Inergize Digital<sup>®</sup>, the leader in fully integrated digital management solutions that provides media companies with an integrated four-screen solution for content delivery in any format to meet the needs of today's digital consumer, announces News Synergy 2.0.

A new mobile design is the centerpiece of News Synergy 2.0. Both Apple<sup>®</sup> iOS and Google<sup>™</sup> Android<sup>™</sup> offer beautiful, tiled interfaces and intuitive navigation to incorporate user-generated content and social sharing, along with live streaming audio and video.

The expanded weather functionality includes an almanac, beach forecasts and a hurricane tracker. Maps can be customized with layers for rain and snow, clouds, radar, and temperature, and even incorporate traffic overlays. Weather enthusiasts can view detailed weather conditions such as temperature, wind speed, humidity, UV index, visibility, dew point, and pressure, and even track storms with our extreme weather storm tracker.



News Synergy 2.0 will debut in limited release in first quarter 2014 with a wider release later in the year.

## **About News Synergy**

Brought to media companies by Weather Central, Adpay and Inergize Digital, News Synergy is the industry's leading mobile app that distributes locally branded content to mobile devices. This inclusive mobile distribution solution utilizes a locally branded interface to distribute news, weather, sports, politics, entertainment, classifieds, photos, videos and more to Apple iPhone<sup>®</sup>, iPod<sup>®</sup> Touch, iPad<sup>®</sup>, Google Android and Kindle Fire mobile digital devices.

News Synergy leads the industry in innovation by being the first to offer media companies integrated interactive weather radar, integrated and searchable classifieds, locally owned developer accounts and more. Media companies will also find all of the most popular mobile features and functionalities in News Synergy, including user generated content, geo-located advertising and weather, a locally controlled News Synergy Admin, complete monetization and sharing by email, text message, Facebook<sup>®</sup> and Twitter<sup>™</sup>.

With News Synergy mobile apps, media companies control their brands, distribution and revenue anytime, anywhere. News Synergy clients include Nexstar Broadcasting, Morris Multimedia, Inc.; Allbritton Communications, Sun-Times Media, LLC; and WTVA, Inc., among others. For more information, please visit [newssynergy.com](http://newssynergy.com).

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