

Impact & Results





THE WEATHER CHANNEL

IBM Gave Us Better Weather Reports, and Now They're Giving Us Outfit Tips



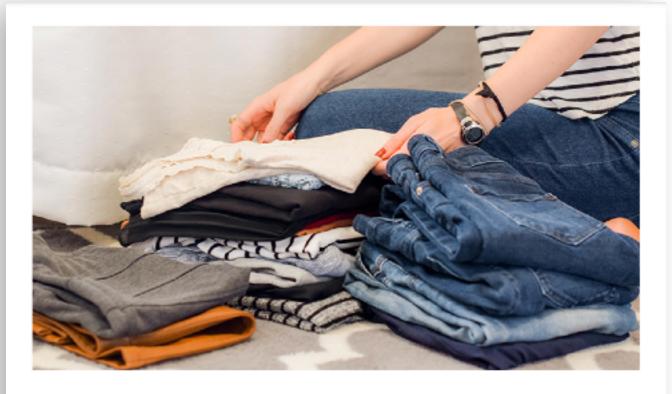
TECH

A robot can tell you how to dress thanks to IBM's The Weather Channel

We're One Step Closer to Our Jetson Dreams

Thanks to IBM's The Weather Channel, Watson Wardrobe is about to be your favorite app

Sarah Perez



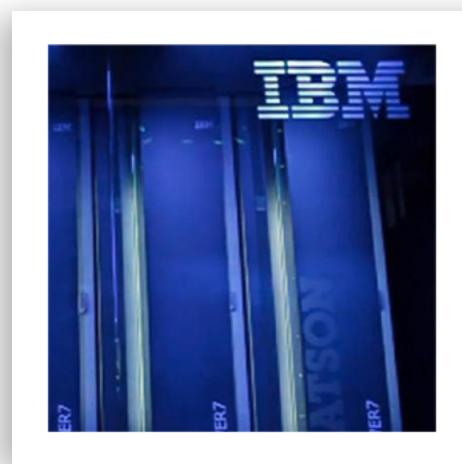
THE WEATHER CHANNEL

Watson Just Learned a New Trick, and it's the Most Useful One Yet

WIRED STAFF

Earned Media

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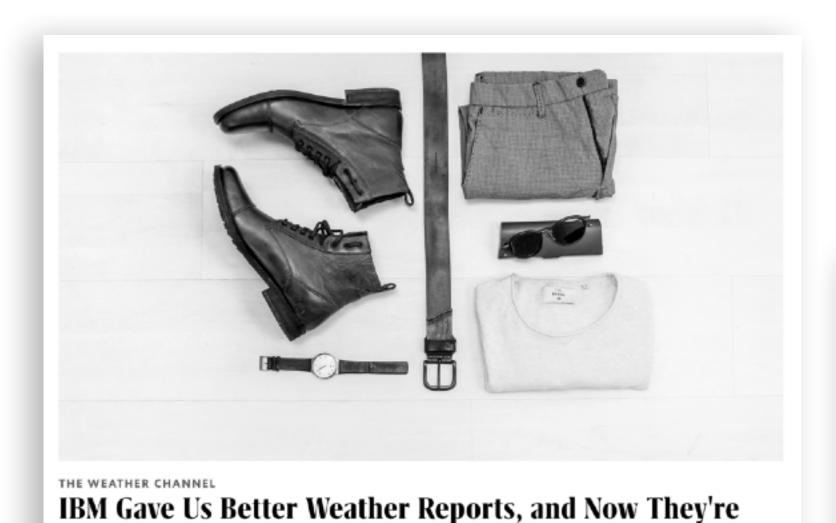
Giving Us Outfit Tips

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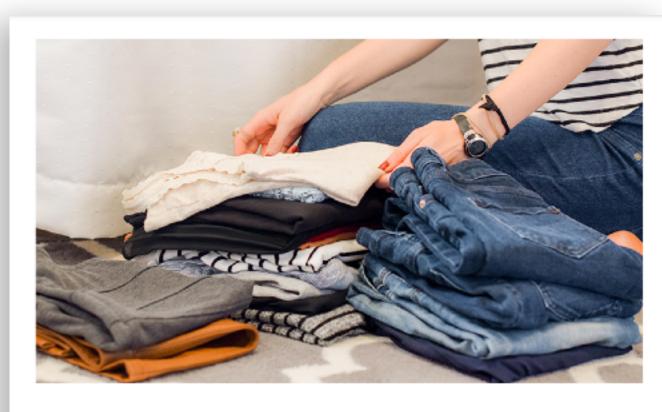
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