BROADCAST

BARON WEATHER

Your Audience on **All Platforms, All the Time.**

Meet Our **White Label and Toolkit Solutions**

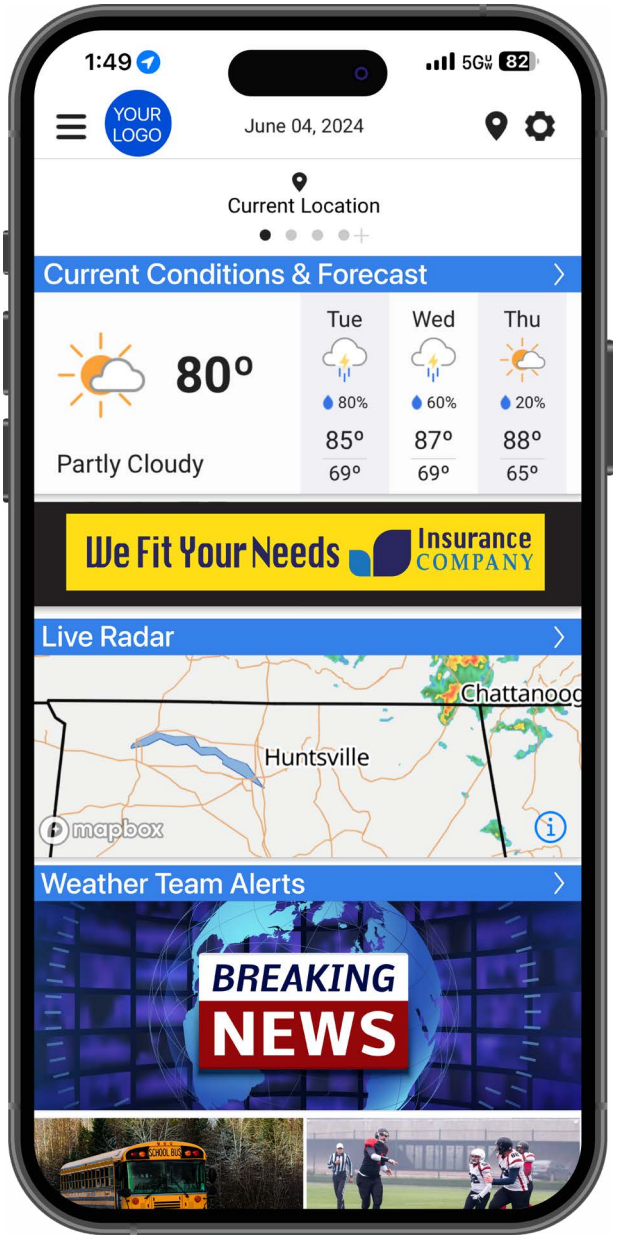
Reach your audience where they are with Baron's digital offerings, which become the gateway to seamless weather communication and influence on all digital platforms. Boost digital revenue with video playback and pre-roll ad space. When the weather is at its worst, you can be at your best, giving your community critical information and actionable insights.

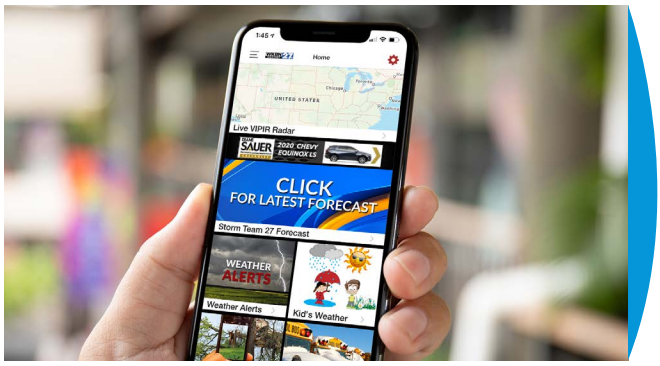
Expand Your Mobile Reach

Reach your audience on any iOS and Android device with white-label apps that display daily weather essentials, a radar map, video forecasts, and more. Exclusive alerts for potential tornadoes deliver unique capabilities you can't get elsewhere. Multiple banner ads, text ads, and rich mobile media advertising opportunities exist within the app, increasing revenue and sponsorship potential.

Experience Brand Presence and Control

Capitalize on the flexibility and ability to match your corporate image. Baron apps are part of a broader ecosystem that gives you more control. A web-based dashboard lets you tweak forecasts and alerts from any browser. Access user-generated content submitted from the app for ground-truth verification and further sharing with your audience.





Boost Digital Revenue

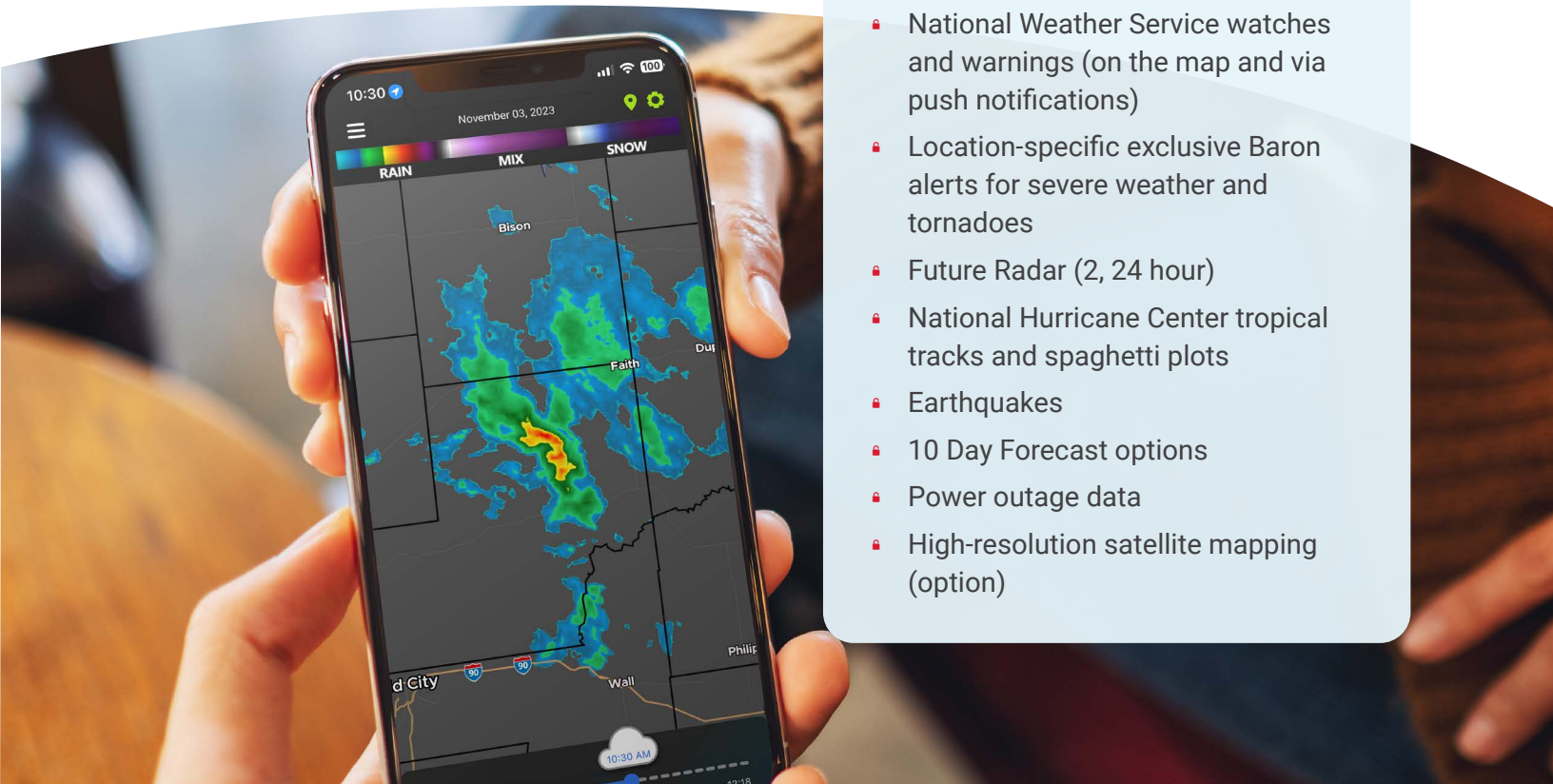
In-tile video playback and extra pre-roll ad space enable you to maximize the app's digital revenue. Users can preview the most recent video directly within the tile before entering the feed, offering additional space for pre-roll ads to boost revenue. Engage your audience with dynamic live streaming powered by a JSON feed and enjoy improved video playback for RSS feeds, where each video plays a pre-roll ad once per session. External app linking combines your weather app with other station apps for a consolidated experience.

Connect with the Public

Deliver weather or other critical information directly to the public via their mobile device. Target your message by sending custom push notifications to users in manually defined areas with the Baron App Messenger. Increase information sharing with the public via public content submissions that strengthen your presence and increase engagement.

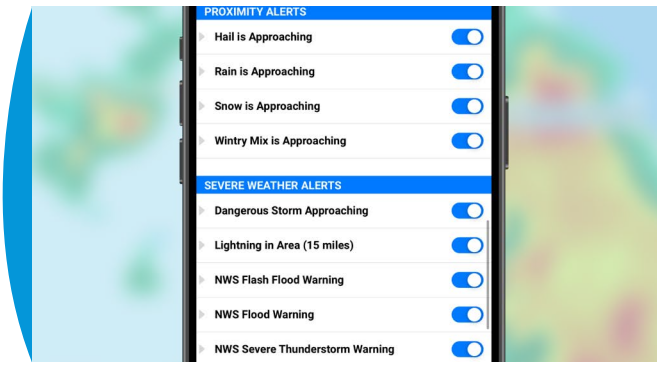
Standard Data Includes:

- Current Conditions
- 24-hour and 7-day forecasts
- 24-hour Forecast Precipitation Amounts
- 24-hour Snowfall Accumulations
- Baron Exclusive Storm Tracks
- National radar map with time lapses
- Satellite imagery, temperature, and wind speed maps
- Lightning
- National Weather Service watches and warnings (on the map and via push notifications)
- Location-specific exclusive Baron alerts for severe weather and tornadoes
- Future Radar (2, 24 hour)
- National Hurricane Center tropical tracks and spaghetti plots
- Earthquakes
- 10 Day Forecast options
- Power outage data
- High-resolution satellite mapping (option)



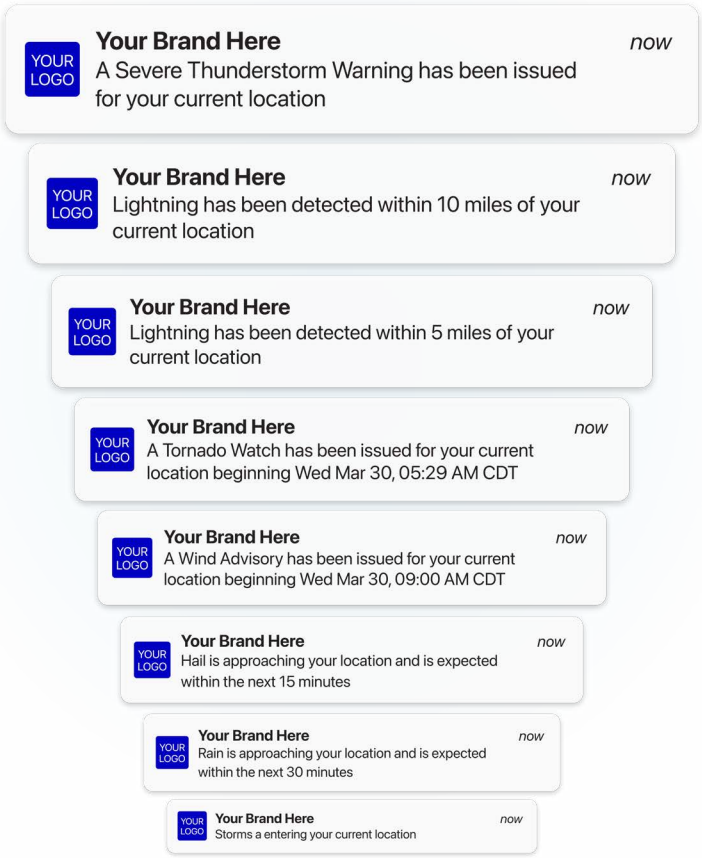
Location-Specific and Custom Alerting

Win at weather! Baron's advanced alerting tools provide an extra layer of protection and peace of mind while allowing you to reach people with critical weather information using push notifications, text messages, or even e-mail. Select exclusive products that best fit the climate and interest of your audience, and rest assured, all can be tailored to your brand.



Exclusive Alerts

Provide your app audience with accurate, location-specific weather alerts anytime severe weather is likely to affect them. Baron offers solutions like site-specific, real-time rainfall and snowfall accumulations, current road conditions, site-specific alerting, hail, hurricane, and tornado detection.



Pinpoint Proximity Alerts

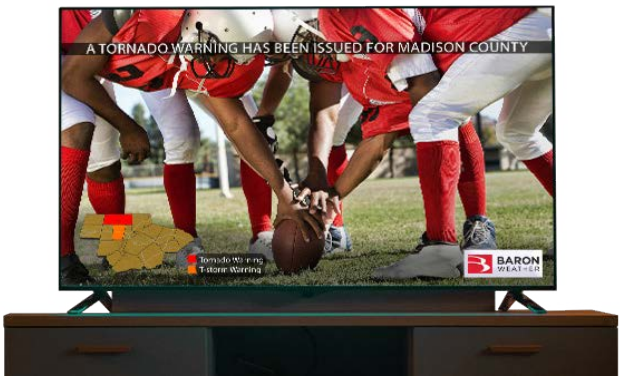
Alert your audiences when dangerous storms and twisting winds are approaching their specific location. We understand the data's nuances, including the data's placement down to the street level. Proximity alerts like lighting approaching warn users so they can plan accordingly.

Custom Alerts

Build custom alerts based on alert criteria you choose within several Baron software platforms. You can target your message by sending custom push notifications to users in manually defined areas with the Baron App Messenger geofencing capabilities.

StormWarn

Packed with features, this versatile tool is a timely and accurate alert crawl system. StormWarn delivers a broad range of weather advisories and includes features like NEXRAD radar data display on country and city maps with dual control, bilingual support, and automatic crawl shut-off.

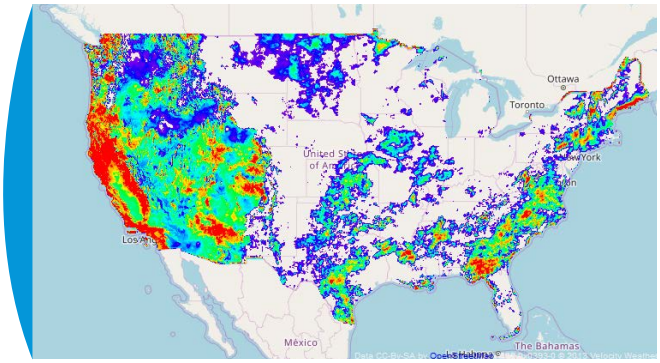


API Weather Data

Set the standard for precision and flexibility with Baron's API, a robust, customizable data feed delivering high-quality current, forecast, and historical global weather data. Easily implement Baron weather intel into practically any application you are building—all while elevating your brand awareness and aiding customers' decision-making in any weather scenario. Get unrivaled data quality, 99.9% uptime, comprehensive documentation, and exclusive weather insights.

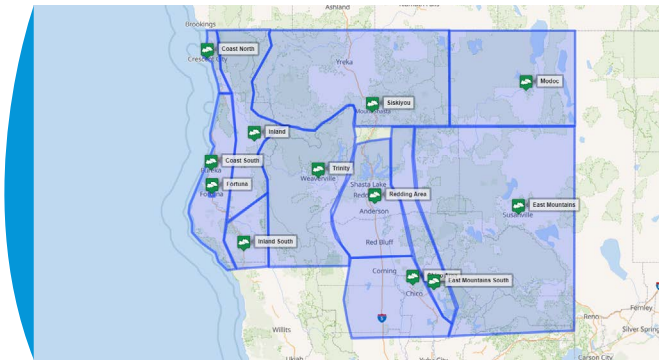
Software Development Kits

Secure the power of Baron weather intelligence for your iOS and Android apps. The Baron Mobile Toolkit is a series of mobile SDKs that provide easy plug-and-play solutions for adding indispensable weather content to your existing products and services. Customizable advertising space means automated revenue generation plus a web-based dashboard for viewing detailed user analytics.



Current Conditions SDK

Deliver current temperatures, precipitation, sky conditions, and more through your current app or 24-hour forecast conditions and 7-day forecasts. A web editor enables you to tweak the forecast to your liking, ensuring accuracy and uniformity with the rest of your outreach.



Map SDK

Choose data sets that are right for you. Create a polished, pinch-to-zoom map with radar data, time lapses, satellite imagery, tropical tracks, and more.

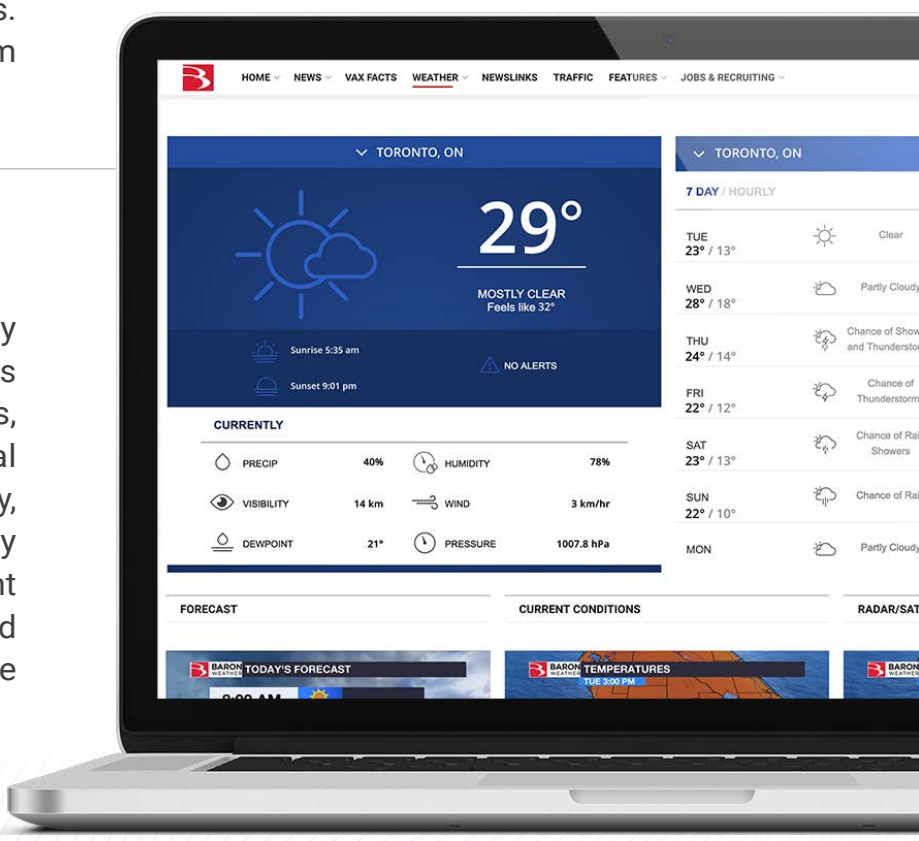
Other available products include lightning and Baron Storm Tracks for precision tracking when severe weather develops. You can even request additional custom data from the Baron Weather API.

Baron Pinpoint Alerting SDK

Notify those in harm's way when—and where—it matters. Location-specific Baron Pinpoint Alerting notifies users of severe weather approaching in up to 16 custom locations. The exclusive Baron Tornado Index identifies the likelihood of a developing tornado using a simple ranking of low, medium, and high risk. Send custom push notifications to geo-fenced areas of your choosing using a secure web portal.

Web Widgets

Power your website 24/7 with a fully customizable web widget. Provide visitors to your website with current conditions, forecasts, radar data (TV and National Weather Service radars), satellite imagery, and more. Baron developers supply custom code to embed into your current website, keeping integration simple and efficient. Additional data products are available upon request.



BARON WEATHER

Weatherproof Your World.

Every day, every season, 24/7/365 – Baron's degreed meteorologists and staff bring a world of comprehensive weather intelligence, guidance, and assistance to ensure you are successful. **Weather can be a serious troublemaker. Help your audiences weatherproof their world.**

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