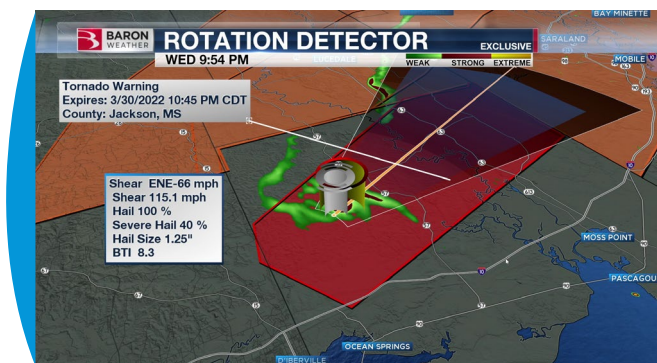**BARON**
WEATHER

Weather Visualization and Storytelling
at Your Fingertips

BARON Lynx™

Quickly Create
Compelling Weather Stories

Lynx is an intuitive, robust weather platform that elevates your abilities to craft accurate and visually compelling weather content. Data from radars, weather sensors, satellites, weather models, and more are integrated into a single source – all to strengthen your storytelling prowess while delivering continual, consistent forecasts.
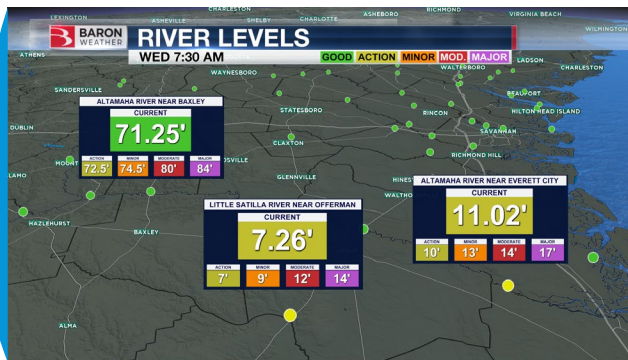
Exclusive Data

Conquer any atmospheric adversary your viewers might face. We don't just pass along National Weather Service data; we analyze and enhance the data to provide context. Dominate defining moments with confidence, thanks to exclusive, high-quality weather intelligence.

Forecast Modeling and Editing

Insert nationwide, high-resolution forecasting into your weather coverage. With a stunning 3 km resolution, Baron's Model delivers the flexibility to cover your DMA in detail and then move to a nationally breaking weather event with the same specifics and precision.
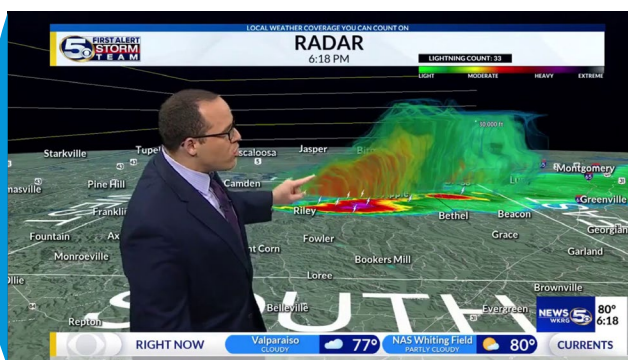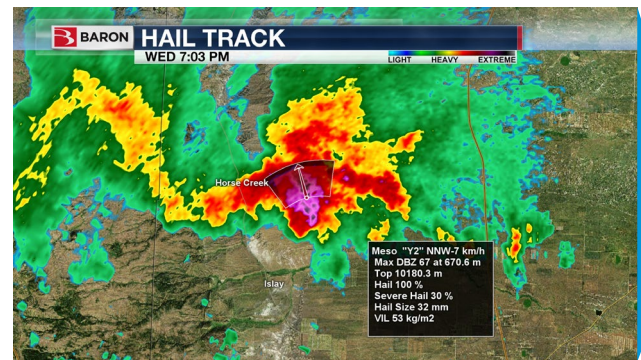
Automation

Introduce helpful information through plug-and-play user data feeds designed to provide new ways to keep your audience informed. Pull in flooding or river data to illuminate activity on a micro or macro level within your viewership. Even share flight data, flight statuses, delays, and more.

Radar Integration

Depict rainfall amounts and where dangerous hail is happening with accuracy. With Baron's integrated, dual-pol products, you can evaluate and communicate the weather's impact on your viewing area, including exclusive roadway conditions.
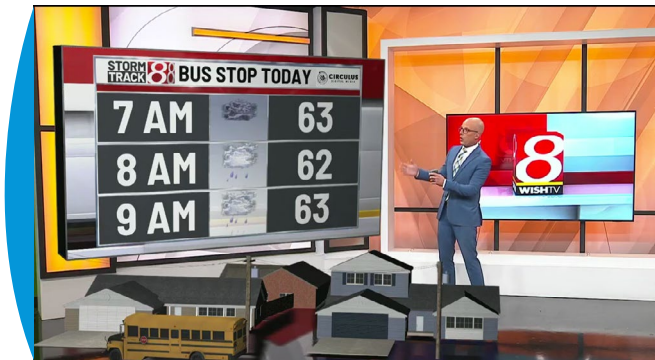

Radar Visualization

Showcase a real-time 3D view of a storm's inner threats, like a potent hail core or tornadic rotation. Cut to the heart of the storm in seconds by creating vertical cross-sections of threatening storms.

Offer Your Audience an
Immersive, Multi-Platform Experience

Stay ahead of the weather curve with specialized information that offers your audience an engaging experience that builds trust. Lynx ensures you meet those goals while providing innovative tools that simplify your show-building process and cut prep time.
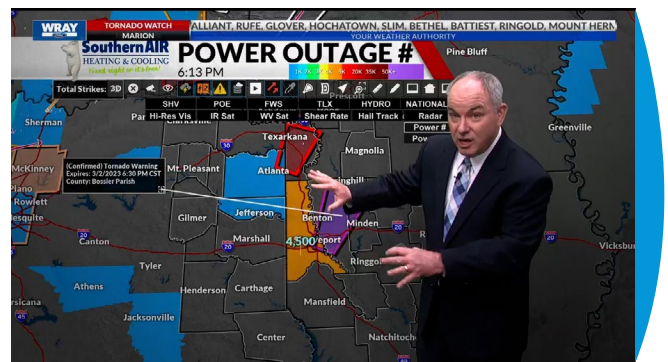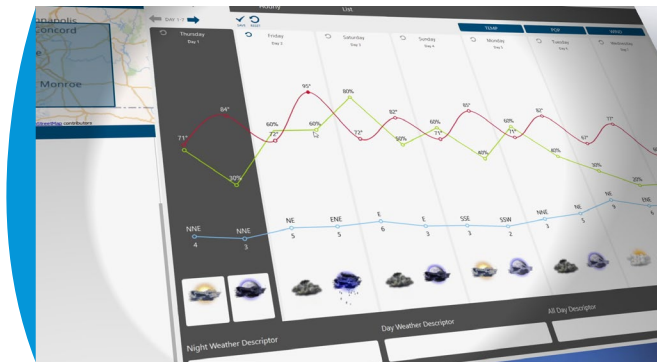

Augmented Reality

Incorporate augmented reality and 3-D Studio into your workflow for an inviting storytelling experience. Tools like Baron 3D Studio enable you to dive deeply into topics like tropical weather, tornados, and marine conditions with explainers. Deliver your show in the studio or on location.

Hand Tracker

Maintain an on-screen connection with your audience while tracking or running a complete show. Interact with maps during your entire show from the wall, not just in analysis mode. Easy-to-reach buttons allow you to pan, zoom, telestrate, storm track, switch products, and change opinions.
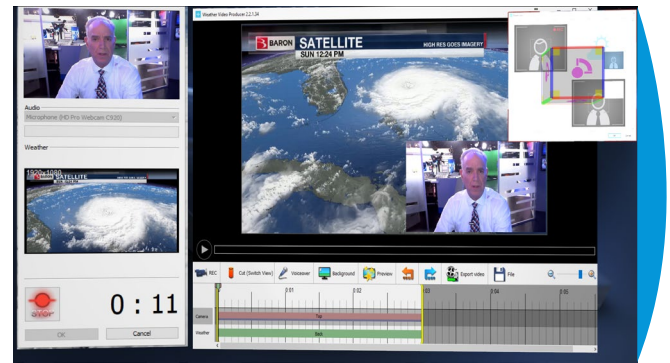
Quick Editor

Fine-tune your forecasts and easily share them on all platforms. QuickEditor makes fast work of editing every aspect of your forecasts from temperature, feels-like temperature, wind speed, wind gust, etc., so changes can be made quickly and easily over multiple hours.

Weather Video Producer

Employ Baron Weather Video Producer to create customized digital forecasts to engage your audience on multiple platforms. Create quick videos of weather reports with or without an on-camera person.

Automated Weather Analysis

Save time pulling together your forecasts. Configured by our forecast team, Baron automatically delivers surface analysis to your Lynx system four times a weekday.
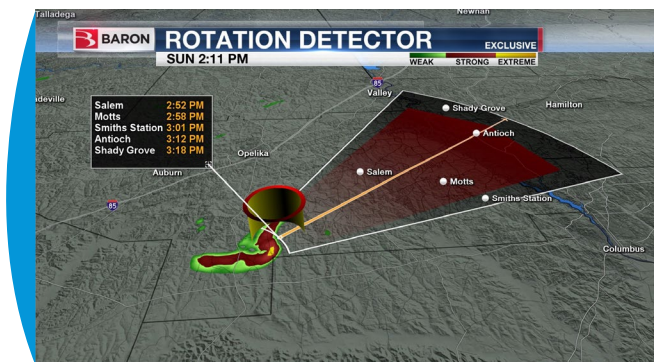
Weather Share

Informing your audience means sharing information and details ASAP. Quickly convey to your social media channels what weather activities are unfolding and actions to take. You can also share images or videos sent in by viewers with minimal effort.

Life-Saving
Alerting Technology

Provide real-time data and alerts and leverage social media platforms, e-mail, and other communication channels to distribute news of perilous weather when the weather gets unruly.
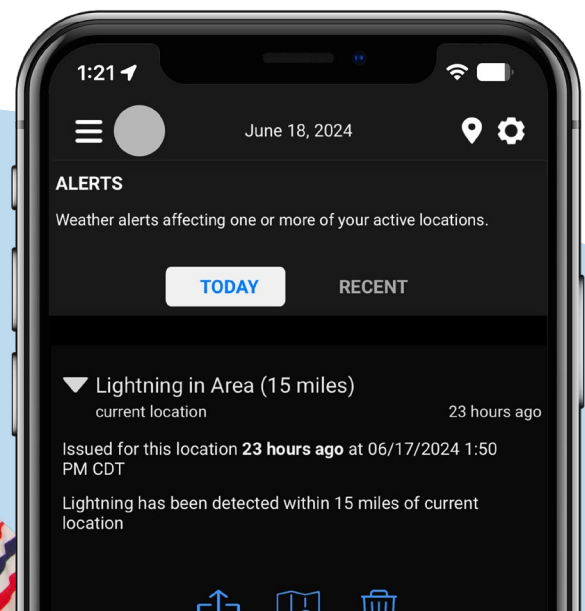
Storm Tracking and Analysis

No other company does storm tracking better than Baron. With our tools, you can pinpoint the local impact of severe weather outbreaks with high-resolution displays. Accurately define the speed and direction of the storm cell so you can track and display estimated arrival times for communities in harm's way.

Exclusive Weather Alerts

Provide your app audience with location-specific alerts anytime severe weather is likely to affect them or relay National Weather Service-issued warnings. Employ **exclusive** Baron Pinpoint Alerting for dangerous storms, lightning, and twisting winds so your audience can plan accordingly.
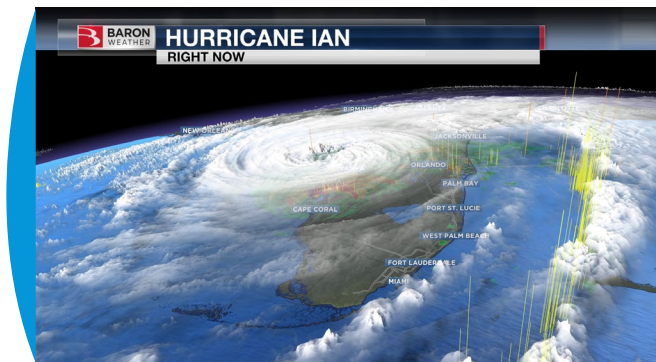
> " **Everybody knows you can't touch Baron technology for severe weather.** Our viewers respond to that. We are tracking with greater precision. "
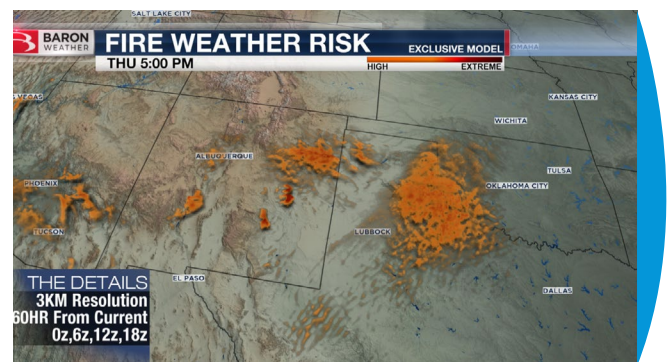
Matt DiNardo,
Meteorologist, WRIC

Severe Weather Models and Real-time Products

Explain weather situations and propel your audience to take action. Whether your corner of the country is prone to tropical storms or wintery weather, Lynx offers model and real-time capabilities.

Just a few of Baron's Exclusive Products

→ Shear Rate

→ Fire Weather Risk

→ 3D Shear Marker
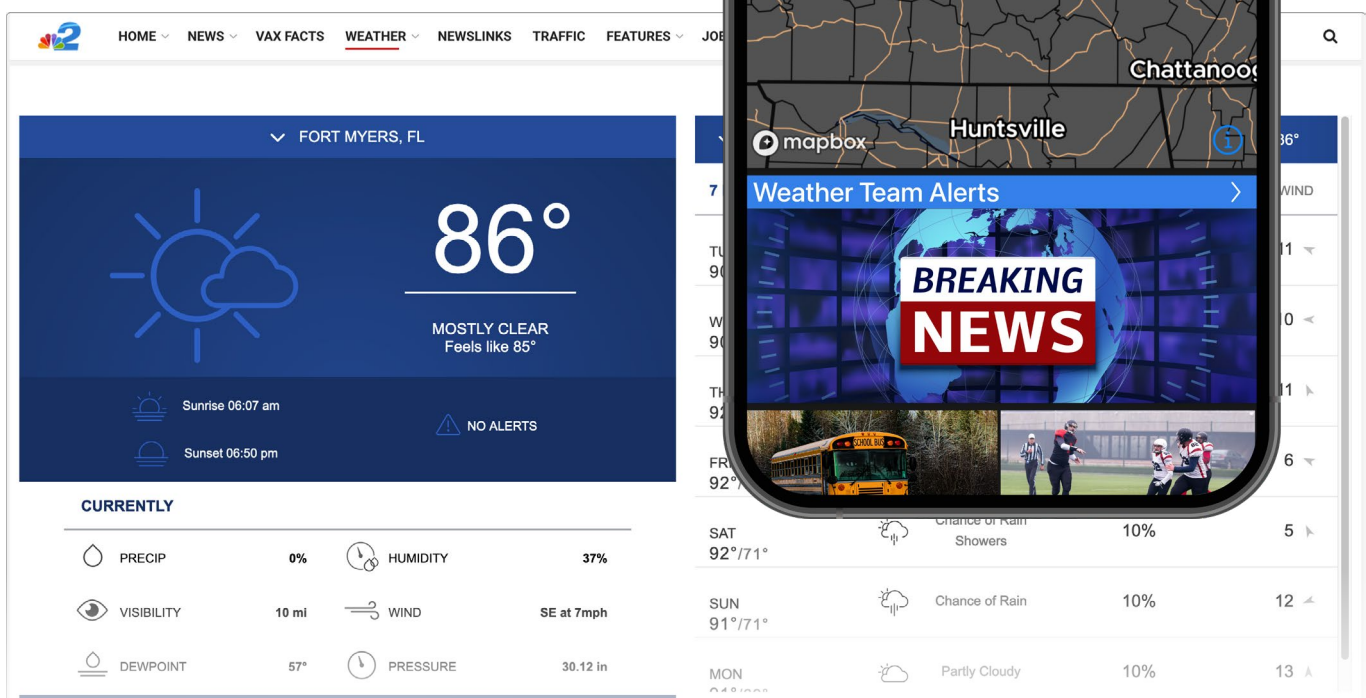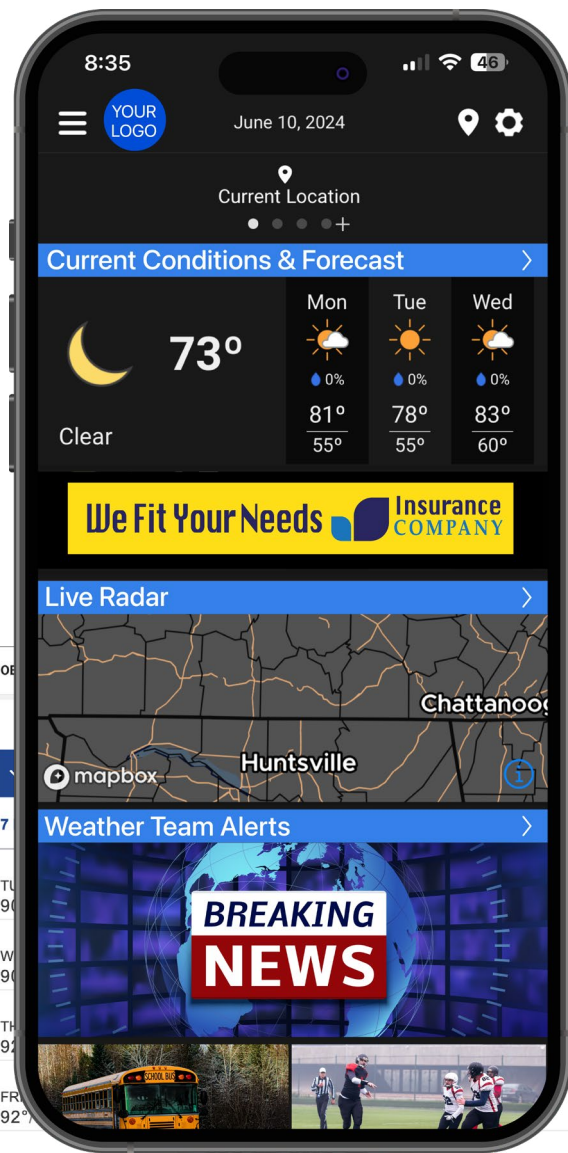
Grow **Revenue Opportunities**

Developing strategies to generate and maximize revenue is paramount in a world of ever-shrinking budgets. Lynx offers ways to reach audiences on all platforms and even pull in people who don't typically tune into newscasts.

Digital Forecasts

Cultivate a wider audience online with customized digital forecasts to engage your audience, as increasing site visits means more ad prospects.

Sponsorships

Create and sell sponsorship on-air slots for forecasts, lifestyle weather, traffic, or road conditions—anything you like.

Create Your Own Look

Stand out and win the weather wars using unrivaled graphic capabilities in Lynx, enabling you to switch up styles throughout your show and educate your audience visually.
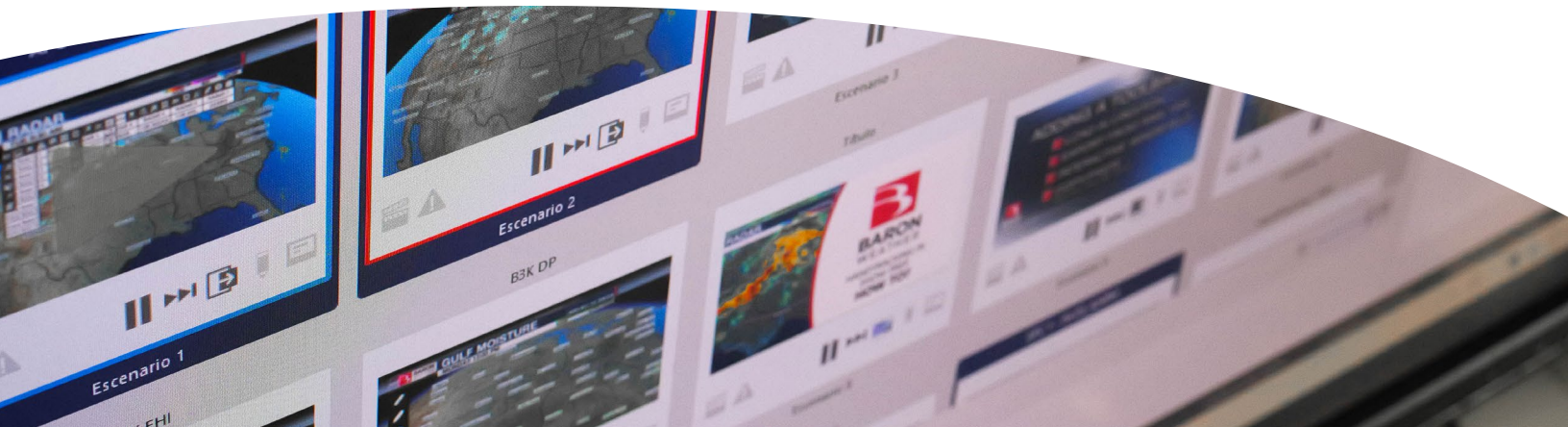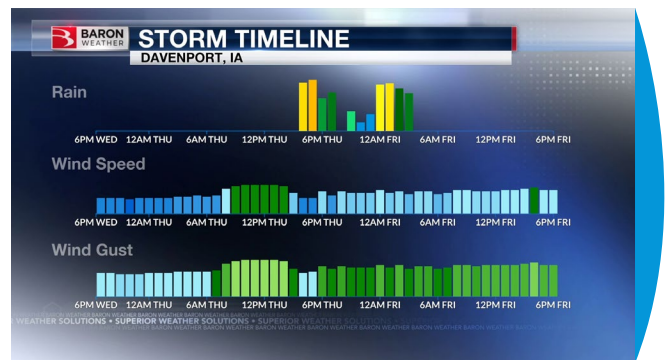

Stylized Mapping Options

Mix and match styles throughout a show. With more than 20 mapping options, you can guarantee that your maps will look like no one else's.

Mingle and Modify

Entice your audiences' attention by choosing color palettes, Meteograms for all weather parameters, and sponsor logos for storm and tropical tracks. Lynx's endless capabilities ensure your forecasts stand apart from the competition.
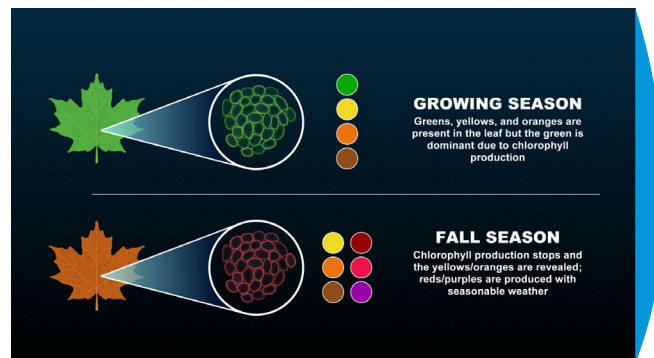
Pre-packaged Materials and 3-D Graphics

Tap into an ever-expanding library of graphics created by Baron's ingenious Art Department anytime you need them. Graphic libraries can be shared amongst station groups.

Graphics and Explainers

Aid your audience in visualizing and understanding every weather event while clearly communicating current and forecasted conditions. Pre-produced graphics are delivered directly to your Lynx system, and new graphics are delivered every weekday.

GROWING SEASON
Greens, yellows, and oranges are present in the leaf but the green is dominant due to chlorophyll production

FALL SEASON
Chlorophyll production stops and the yellows/oranges are revealed; reds/purples are produced with seasonable 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.**

baronweather.com

solutions@baronweather.com | **+1 (256) 881-8811**