

THE BARON EXPERIENCE

WEATHER NEVER STOPS



BARON
Critical Weather Intelligence



The Baron Experience

From the moment you launch with Baron Lynx, we have the support, services and products to drive your weather success.



Expand Your Reach

Deliver the weather information your audience wants on any screen and maximize revenue across all platforms.



Captivate Your Audience

Tell more engaging weather stories with pre-produced material delivered daily and create your own unique weather look with Baron's customization options.



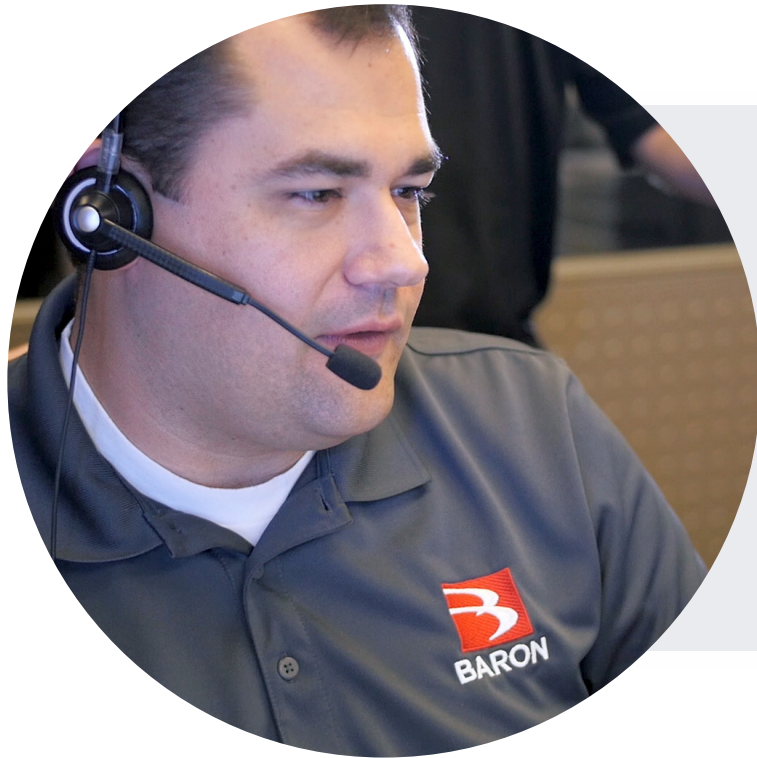
Be the Trusted Weather Source

Baron's industry leading weather intelligence combined with our life-saving alerting technology creates the most reliable weather coverage in the market.



Support You Can Rely On

Baron offers unrivaled customer support with around the clock access to degreed meteorologists in our Weather Operations Center. Multiple training options are available to ensure your staff gets the most out of your investment.



24/7 Availability

Baron's customer support is second to none. Your staff will have access to degreed meteorologists at our corporate headquarters 24/7/365. Reach out via phone or online and you will get a fast response to solve whatever issue you are dealing with.

“ I did not expect the level of customer service that Baron provides. Just yesterday I had an issue with a high wind watch displaying properly. Even though it was Easter Sunday, someone picked up the phone and **solved my problem immediately.** ”

- Morris Langworthy,
Meteorologist, News Net

Committed To Your Success

Baron's commitment to your success begins as soon as you become a customer. We will send staff to your station to install the Baron Lynx system. A graphics package that meets your specifications will be produced by the Baron Art Department before your launch. Your meteorologists will be given in-depth training on-site, so you are able to get the most out of your investment from the moment you go on air with Baron Lynx. Our pledge to your success never ends. Additional on-site training is always available, giving your staff a chance to dive deeper into the capabilities of Baron Lynx.

Baron's team of degreed meteorologists monitor the weather around the nation 24/7. To ensure your station delivers the best coverage possible of a forecasted weather

event in your market, we may reach out to make sure your system is working properly and recommend the optimal products for the anticipated event.

Expanded Support

To compliment Baron's personal support, customers have access to our new support website. At their convenience, users can log in to access the data products catalog, release information, video tutorials, the graphics library and more.

Continuous Innovation

Our product development team never stops working. New cutting-edge features, functionality and data products are consistently added to make Baron Lynx an even more powerful weather solution. Software updates come at no charge.

Efficiency and Time Saving Features

Your meteorologists are always up against a deadline. When building Lynx, Baron relied heavily on broadcast meteorologists for input to create a product that would best meet their needs. The results include a fast, fluid interface, ready-made assets that save time, editable forecast models, and proven on-air reliability.



Automated Weather Analysis

At Baron, we do the work for you. Configured by our forecast team and delivered automatically to your Lynx system four times a weekday, Baron surface analysis saves you time getting your show to air.

Hand Tracker

The Baron Hand Tracker gives your meteorologists the ability to maintain an on-screen connection with your audience while tracking storms or running a complete show. The easy-to-reach unobtrusive buttons allow them to pan, zoom, telestrate, storm track, switch products and change views all from the chroma key wall.

Sponsorships

It's no secret that weather is a money maker. That's why, first and foremost, we provide the graphics, analysis and apps that resonate with your audience, and strengthen your weather brand. Maximize revenue with the graphical flexibility of our systems that allow you to easily create and sell sponsorship slots for forecasts, lifestyle weather, road conditions—anything you like.

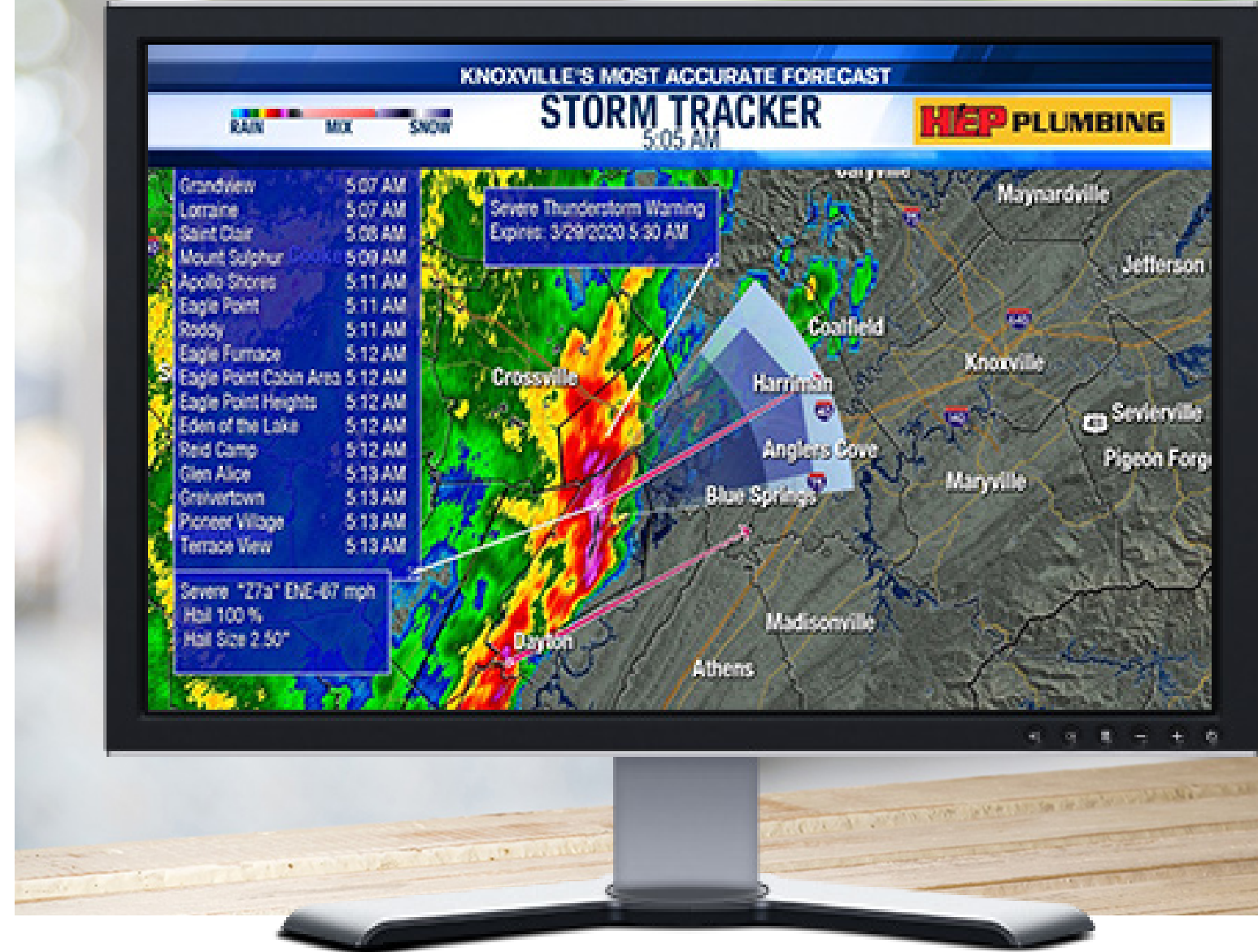
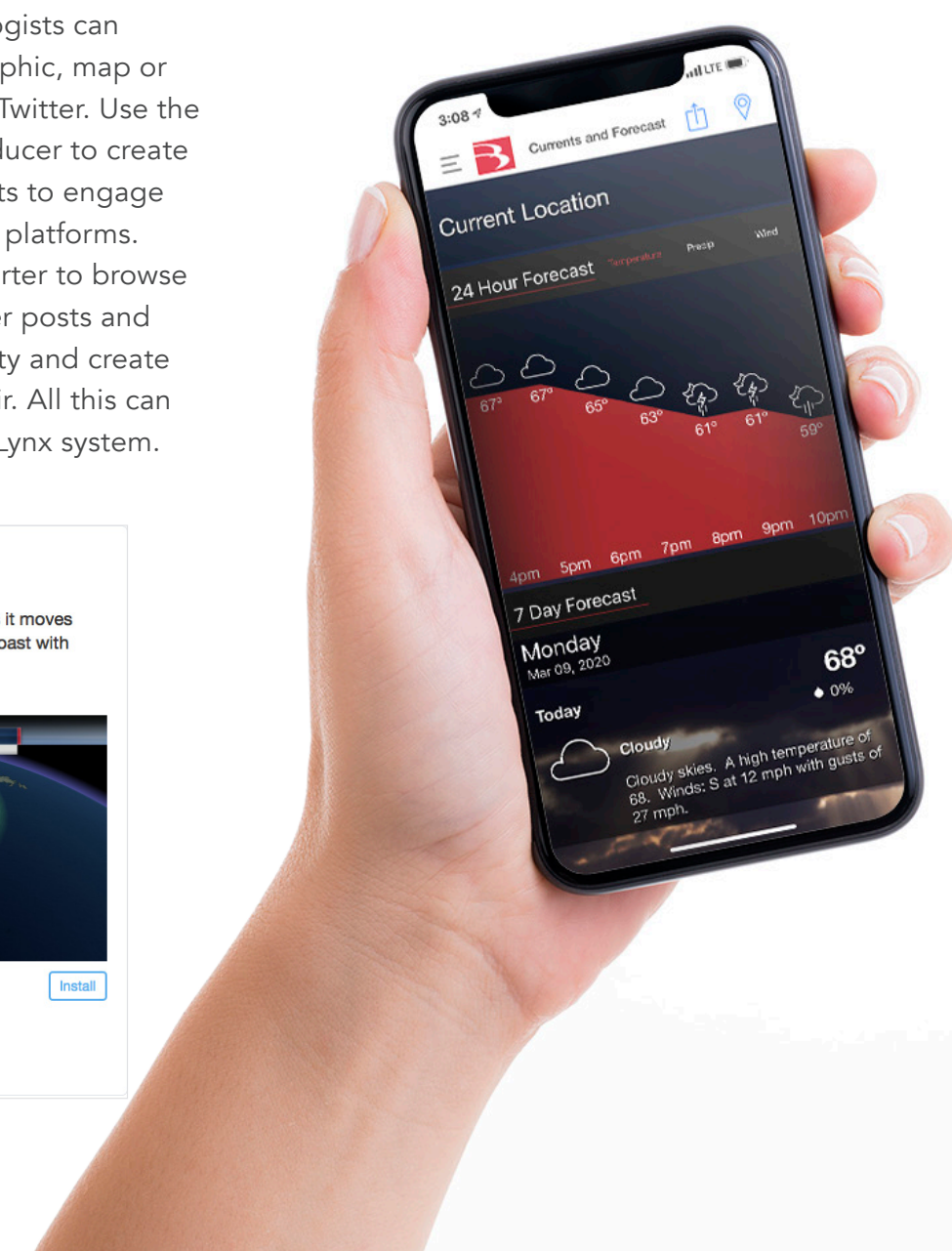
Social Media Integration

In seconds your meteorologists can quickly post a weather graphic, map or forecast to Facebook and Twitter. Use the Baron Weather Video Producer to create customized digital forecasts to engage your audience on multiple platforms. Use the social media importer to browse Twitter for relevant weather posts and images from the community and create grab-and-go content for air. All this can be done from within your Lynx system.



Mobile Solutions

Baron makes it easy to reach every screen with critical weather information. Our flexible app platform for iOS and Android devices features exclusive alerting for severe storms available with no other vendor. The Baron app is fully customizable to meet your branding and offers numerous sponsorship and revenue opportunities.

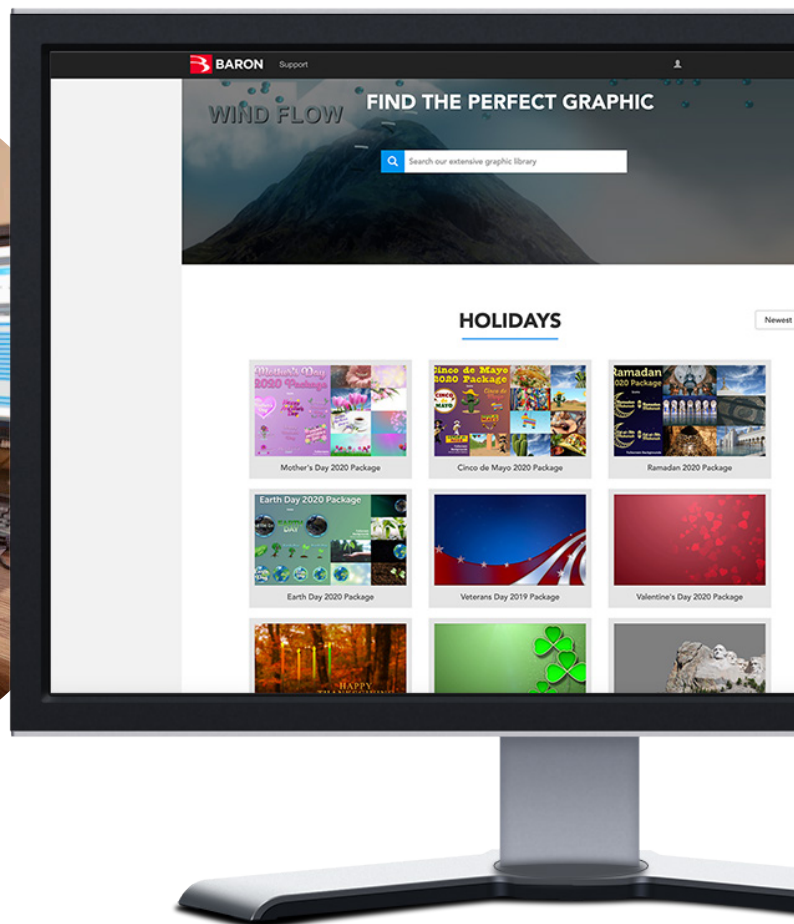


Web Solutions

Expand your digital revenue by reaching a wider audience online. Baron web tools help you add fresh and continuously updated weather content to any web page instantly. Drive more people to your site and retain traffic by populating your pages with local and national weather information.

Forecast Editing Across all Platforms

With the digital content manager, the weather information you put on-air, online and on your app will match with just one edit.



Pre-packaged Materials

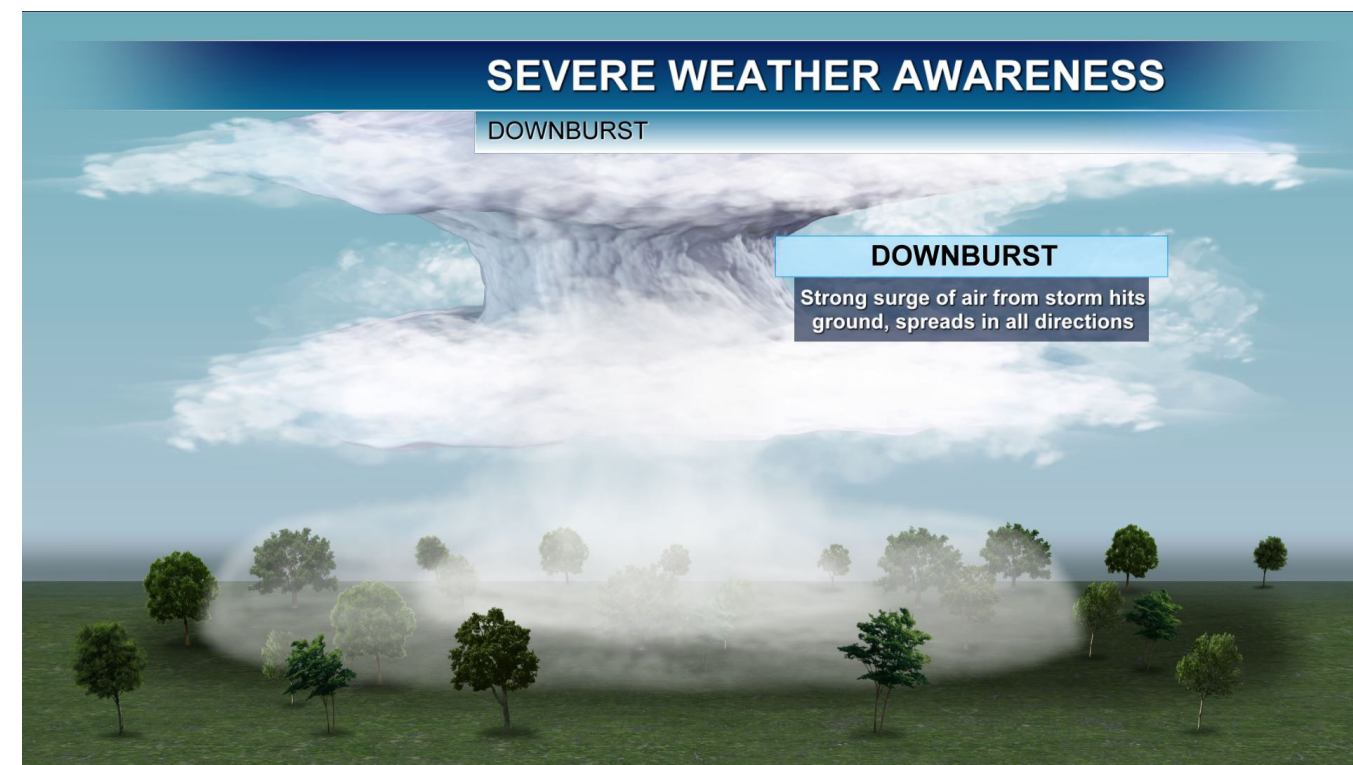
Baron allows your meteorologists to get their weathercasts ready faster by producing pre-packaged materials for them. The Baron Art Department is staffed with full-time graphic artists dedicated to creating timely graphics that help you tell visually stunning weather stories relevant to your audience. New graphics are delivered every weekday, so your meteorologists always have fresh material. The graphics are stored in an always growing library, providing Lynx users around the clock access.

Endless Customization

From color palettes and sponsor logos to storm and tropical tracks, your Lynx system can have a look completely different from your competition. Stand out and win weather—your way.

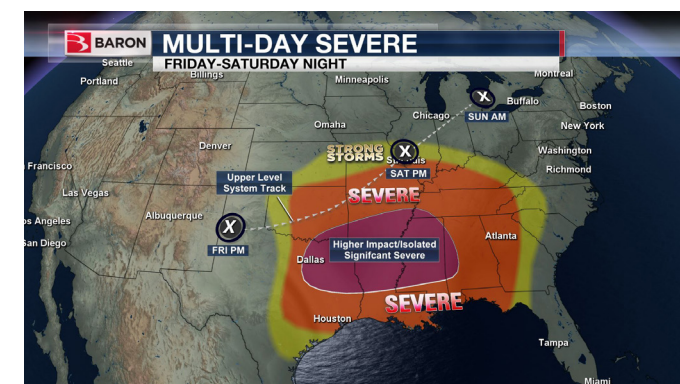
Multiple Base Maps

Your maps can look like no one else's. Every Baron Lynx system comes with over 20 stylized mapping options. You can even mix and match styles throughout a show.



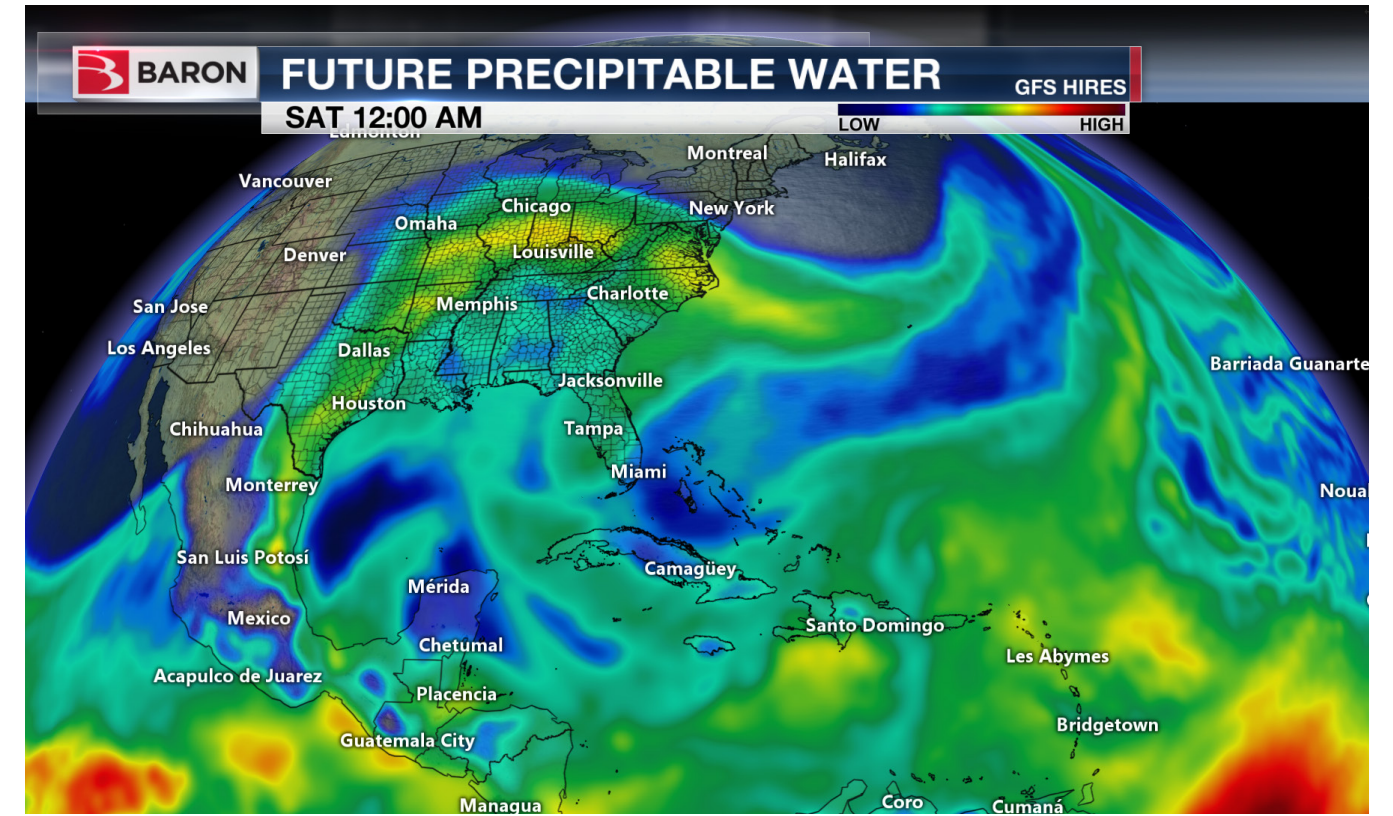
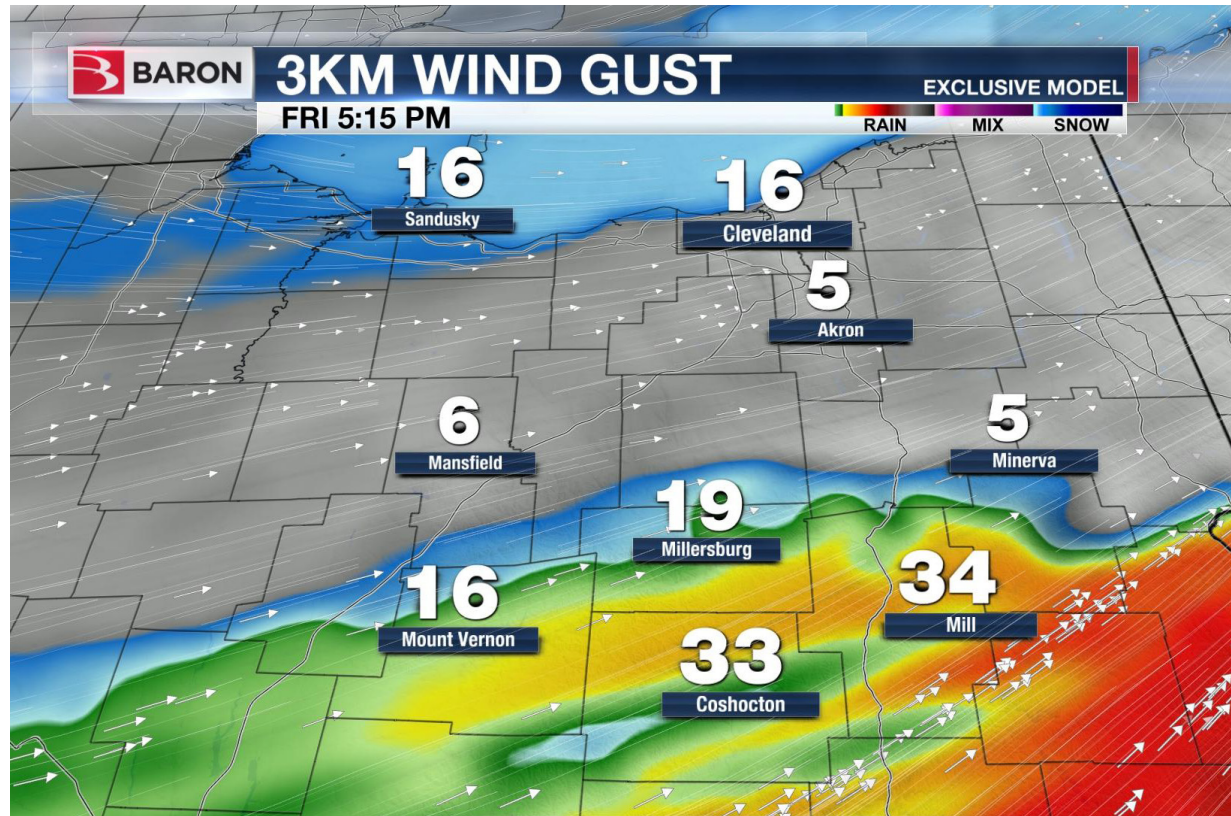
Daily Graphics and Explainer Graphics

Our customer service meteorologists produce timely, topical content that is delivered 5 days a week for easy additions to your weathercast. When your morning meteorologist arrives, they'll be equipped with ready-made stories to tell.



“ The Baron explainers are making this so much **easier on me.** Please tell your creative/graphics team how much these downloads have been appreciated. ”

- Jennifer Ketchmark,
Morning Meteorologist, WCPO



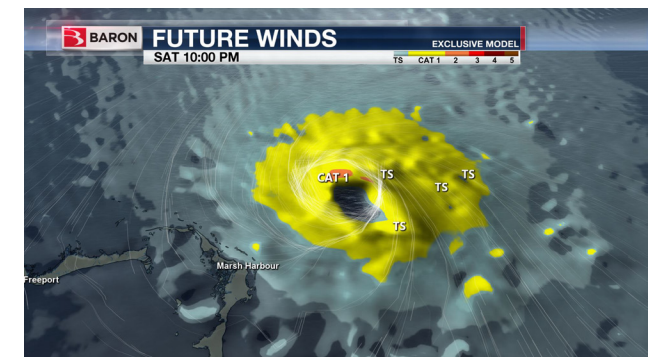
Exclusive Data

We don't just pass through National Weather Service data; we process and enhance it. Over 30 years of exclusive Baron value-added data expertise is rolled into one complete system, with market-differentiating data for tornado detection, plus Baron dual-pol radar products that accurately depict rainfall amounts and where dangerous hail is happening. You can also evaluate winter weather's impact on your viewing area, including exclusive roadway conditions. Not to mention accurate data and capabilities for tropical and everyday weather. It's high science that's easy for viewers to understand – with an unwavering commitment to accuracy and innovation.



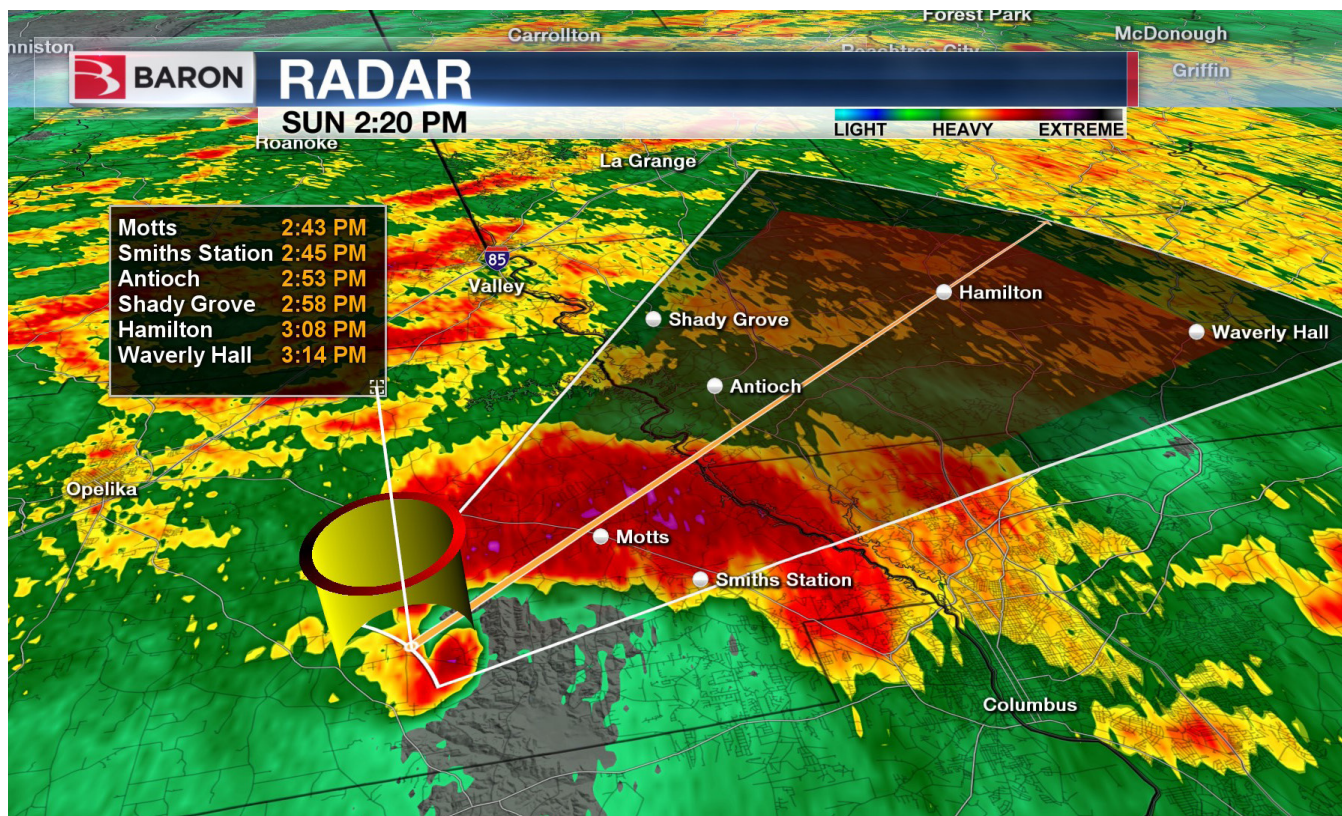
Forecast Models

The Baron Model brings nationwide, high-resolution forecasting to your weather coverage. Stunning 3 km resolution means you can cover your DMA in extensive detail and accuracy, and move to a nationally breaking weather event with the same detail and precision. It works great for any type of forecast, from daily weather and winter extremes to both severe and tropical weather outbreaks.



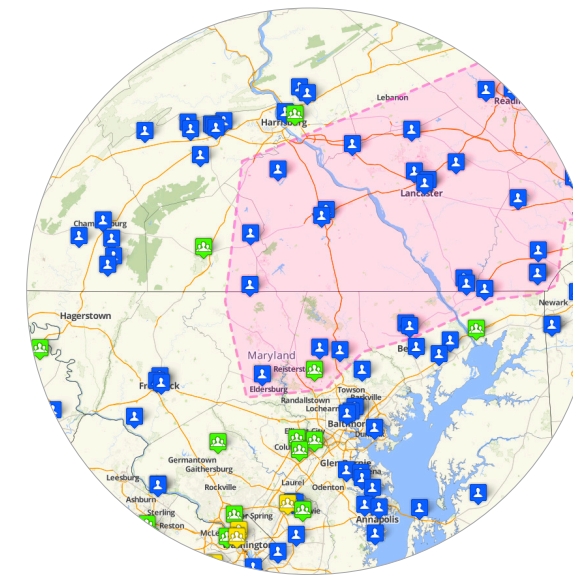
“ I had my first severe weather experience with Baron last night and I just wanted to tell you how **awesome** it was. I called support before the 5 pm broadcast to build a rough framework for the approaching severe weather (since as you know it's quite rare for us) and they were SO **knowledgeable** and so patient. Last night's coverage was epic with this system. ”

- Elaina Rusk, Chief Meteorologist, KERO



Radar Visualization

Get a real-time 3D view of a storm's inner threats, like a potent hail core or tornadic rotation, using our superior data. Or cut to the heart of the storm in seconds with a powerful tool for creating vertical cross sections of threatening storms.



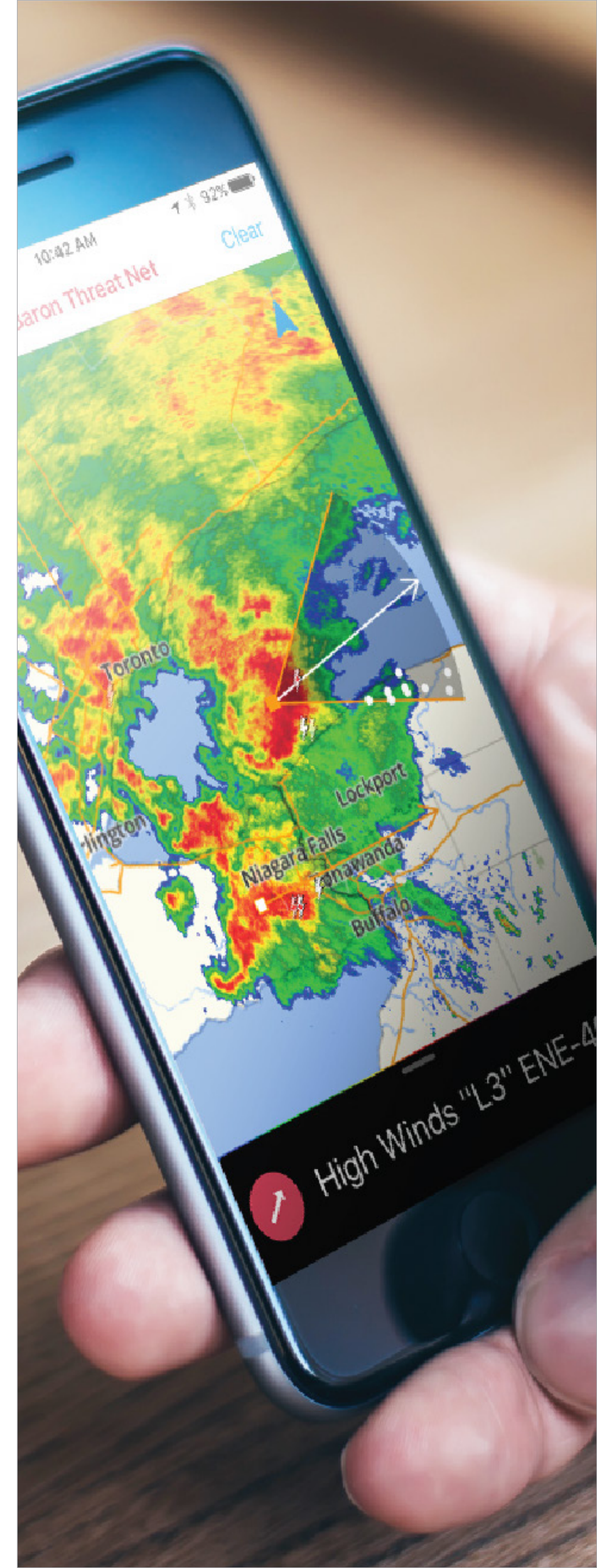
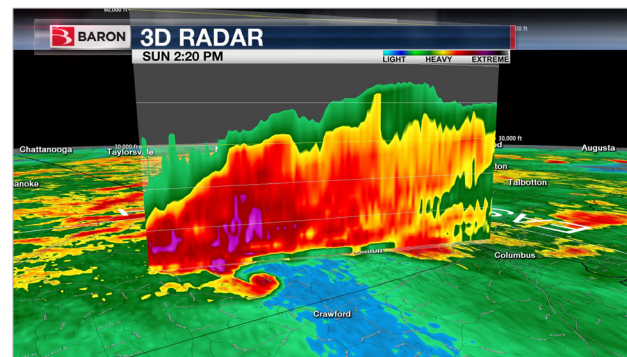
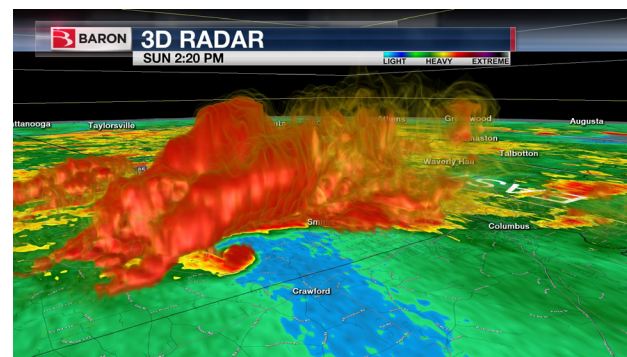
Patented Alerting

Our automated storm tracking technology is continuously scanning your DMA for severe weather threats. When it matters most, often before a warning is issued, your mobile users get Baron-exclusive push notifications about weather threats approaching their current location, plus any locations they've set up, like work, school or the home of a loved one. And of course, National Weather Service warnings are provided, too.

You can also reach out to app users manually through our geo-fenced App Messenger system, sending custom push notifications to those in harm's way, or with vital follow-up information to an impacted area.

Storm Analysis and Tracking

Be the first to warn viewers and dominate defining moments with exclusive weather content. Using data generated by our own technology, Baron storm tracks are based on the most dangerous part of the storm, not the center of it, so they're more precise than tracks from other vendors. When severe weather arrives Baron accurately defines the speed and direction of the storm cell, so you can track and display the estimated times of arrival for communities in harm's way. Only pinpoint precision will do, and Baron Lynx helps you prepare viewers for the hyper-local impact of significant weather events.





CRITICAL WEATHER INTELLIGENCE AROUND THE CLOCK

No matter your market size or typical weather, Baron provides accurate, reliable tools that empower your weather team and keep your audience safe and informed. Backed by our 24/7 operations center and staff of degreed meteorologists, you can trust that we've got your back during any weather event. Accurate. Powerful. Accessible. Every day and every season, critical weather intelligence is at your command.



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