

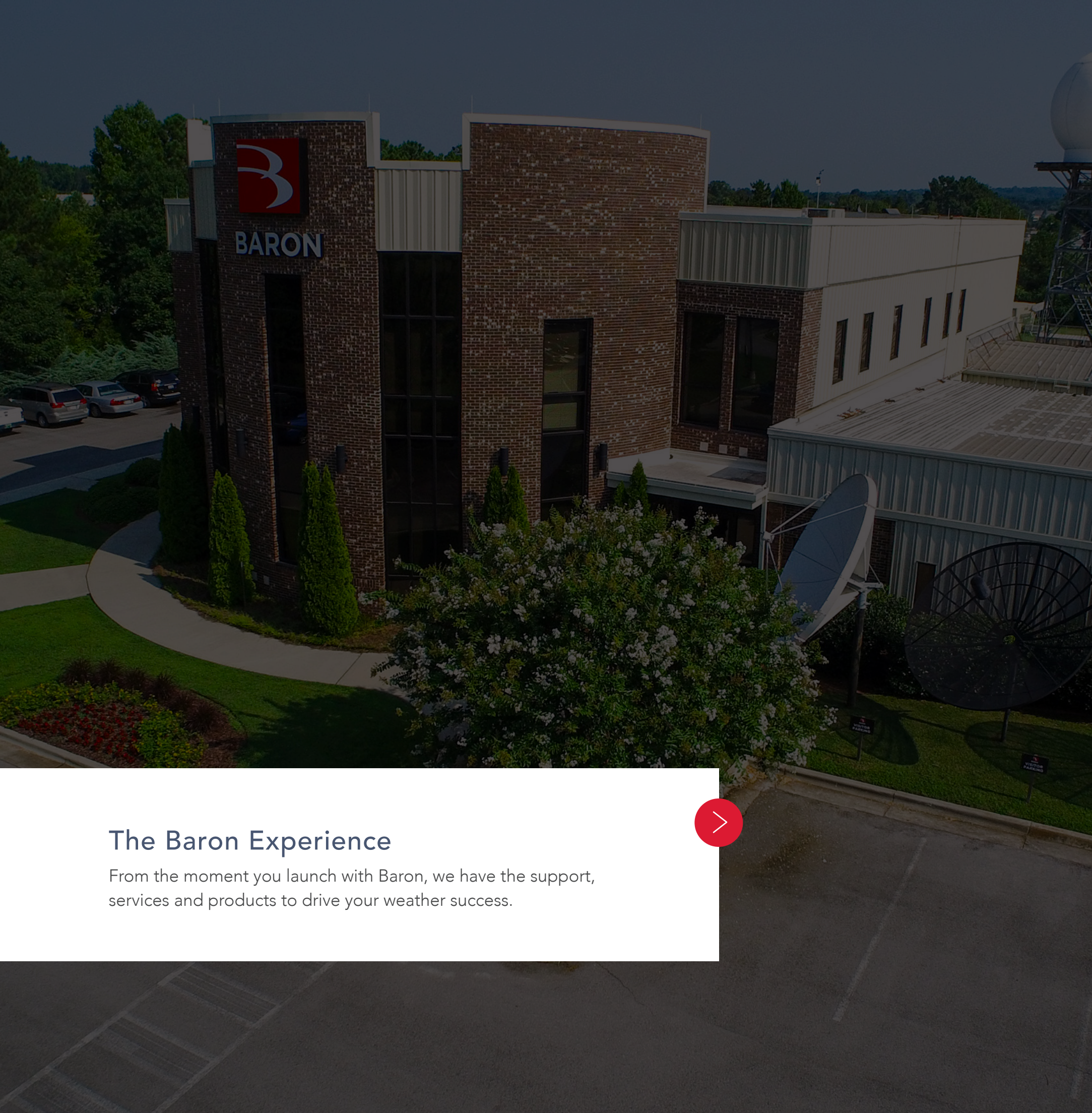
# DIGITAL SOLUTIONS

THE BARON EXPERIENCE



**BARON**

Critical Weather Intelligence



## The Baron Experience

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



## Evaluate Your Digital Solution

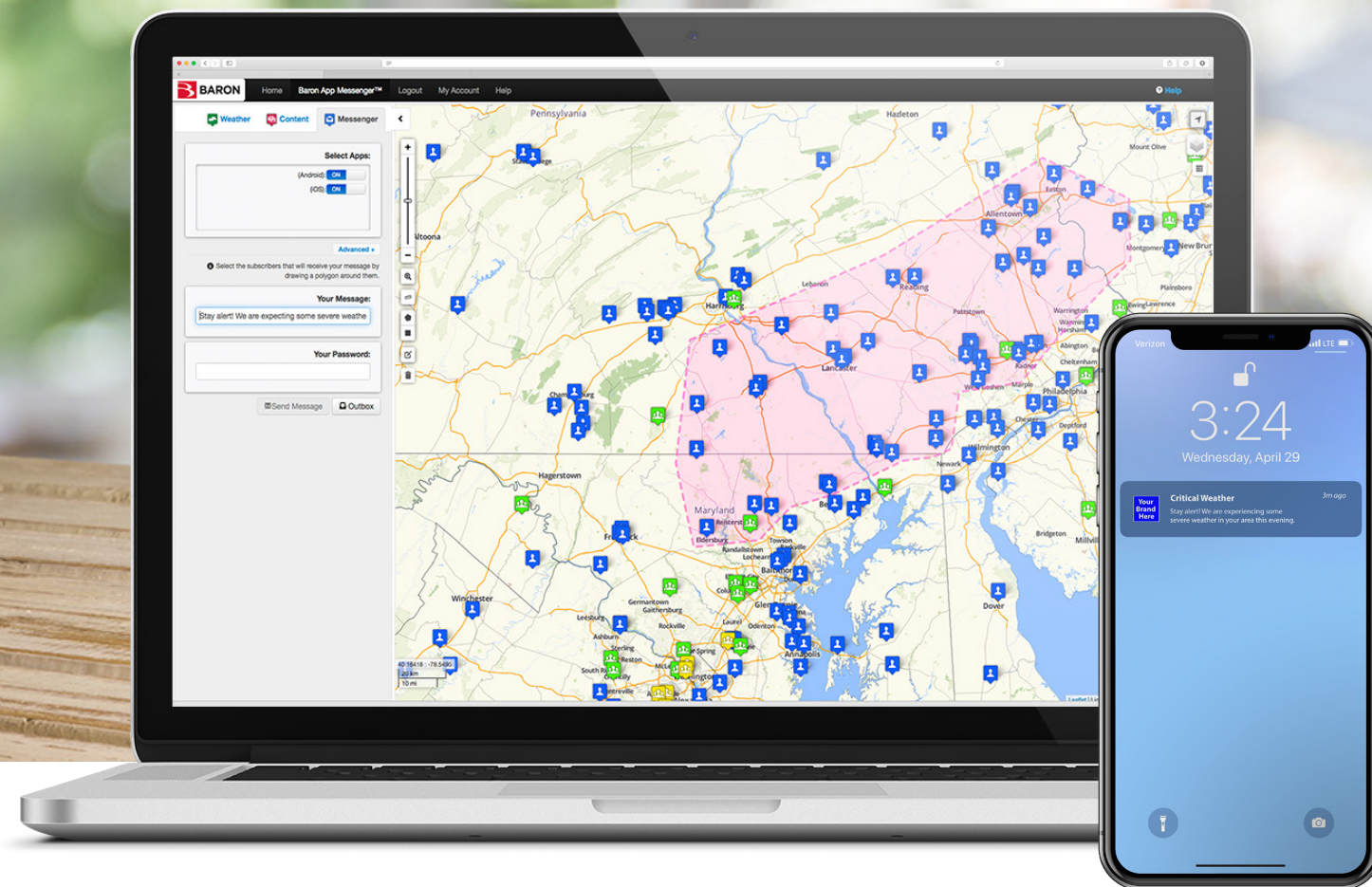
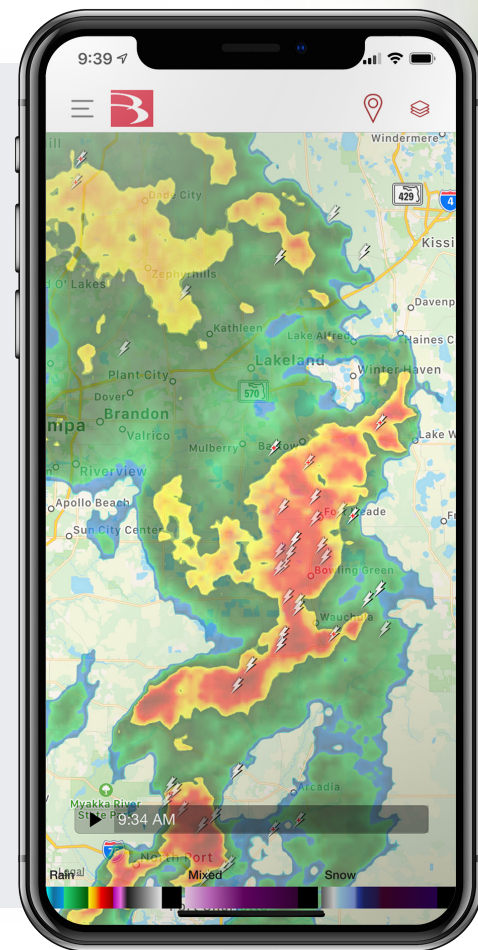
Digital solutions from Baron allow you to integrate superior weather information into your products and services, including apps, websites and custom development projects.

A flexible and reliable API delivers global data, nationwide radar, lightning and other must-haves, as well as precision-engineered data available nowhere else. You can easily implement Baron weather information into practically any application you are building—all while elevating your brand awareness and aiding customers' decision-making in any weather scenario.

This brochure provides a sampling of the powerful weather data we can bring to your organization. These exclusive products include site-specific, real-time rainfall and snowfall accumulations, current road conditions, site-specific alerting plus hail and tornado detection.

### Standard Data Includes:

- Current conditions
- 24-hour and 7-day forecasts
- National radar map with time lapses
- Satellite imagery, temperature and wind speed maps
- 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 (1, 24 hour)
- National Hurricane Center tropical tracks and spaghetti plots
- Earthquakes
- Lightning



### Expanded Reach

Baron white-label apps allow you to reach your audience on any iOS and Android device, with daily weather essentials, a radar map and more. Exclusive alerts for potential tornadoes deliver unique capabilities you can't get elsewhere. Multiple advertising opportunities exist within the app, increasing revenue potential.

### More Brand Presence and Control

Completely customizable to match your corporate image, Baron apps are part of a broader ecosystem that, put simply, give you more control. A web-based dashboard lets you tweak forecasts and alerting from the comfort of any browser. You can access user-generated content, submitted from the app, for ground-truth verification and further sharing with your audience. You'll also be able to access detailed analytics on the distribution of weather alerts.

### Connect With Your Customers

Provide weather or other critical information directly to the user, right on their mobile devices. Share content from your app directly to your website and social media channels, strengthening your online presence and increasing engagement. You can target your message by sending custom push notifications to users in manually defined areas with the Baron App Messenger geo-fencing capabilities.

### Exclusive Weather Alerts

You can provide your app customers with accurate, location-specific weather alerts, anytime severe weather is likely to affect them. There are standard National Weather Service-issued warnings, as well as exclusive Baron Pinpoint Alerting for dangerous storms and twisting winds. All tailored to your brand. Additionally, exclusive proximity alerts let your users know when lightning is approaching their area, so they can plan accordingly.

Collectively, these powerful differentiators separate your app from the competition.





### Current Conditions SDK

Deliver current temperatures, precipitation, sky conditions and more, along with 24-hour forecast conditions and 7-day forecasts, through your current app. A web editor allows you to tweak the forecast to your liking, ensuring it's accurate and consistent with the rest of your outreach.

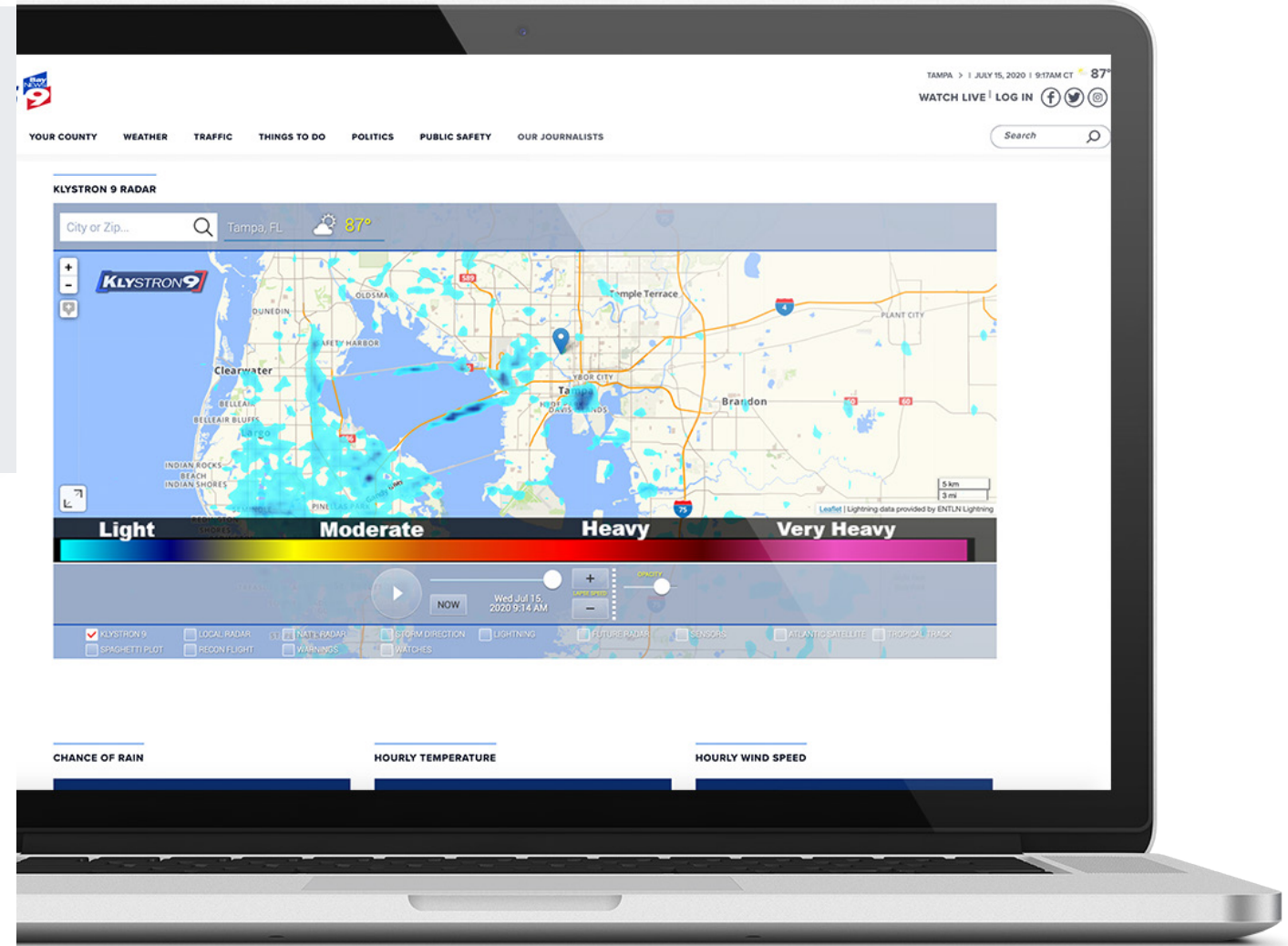
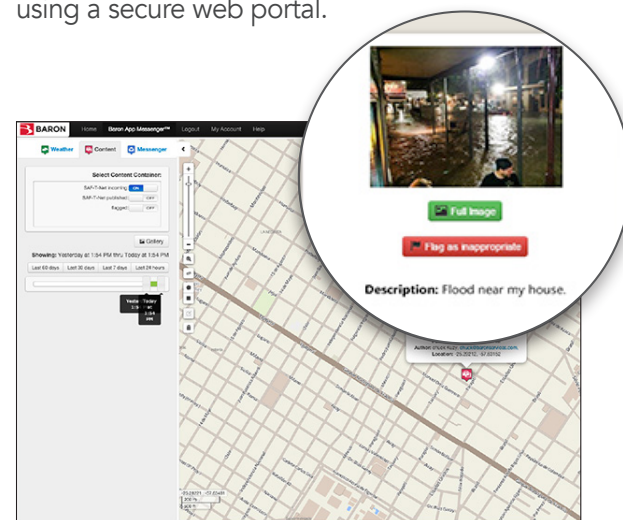
### Map SDK

A polished, pinch-to-zoom map with radar data, time lapses, satellite imagery, tropical tracks and more. You choose the dataset that's right for you. Other available products include lightning and Baron Storm Tracks for precision tracking of severe weather. Additional custom data from the Baron Weather API is also available, as requested.

Want the power of Baron weather intelligence in your iOS and Android apps? The Baron Mobile Toolkit, a series of mobile SDKs (Software Development Kits), provides easy plug-and-play solutions for adding great weather content to your existing products and services. All feature customizable advertising space for automated revenue generation, plus a web-based dashboard for viewing detailed user analytics.

### Baron Pinpoint Alerting SDK

All the power of automated Baron weather alerts, in your existing app. Notify those in harm's way when—and where—it matters. Location-specific Baron Pinpoint Alerting keeps users notified of severe weather approaching up to sixteen custom locations, plus the user's current mobile location. Additionally, an exclusive tornado threat index identifies the likelihood of a tornado developing using a simple ranking of low, medium and high risk. You can also send custom push notifications to geo-fenced areas of your choosing, using a secure web portal.



A fully customizable web widget powers your website with superior weather information 24/7, on all devices, so you can provide visitors to your website with current conditions, forecasts, radar data (TV and National Weather Service radars), satellite imagery, plus lots more. Baron developers supply you with custom code to embed into your current website, keeping integration simple and efficient. Additional data products are available upon request.

### Make the Weather Your Own

There are several visual styles to choose from; all can be customized with your logo and brand colors, with easily swappable areas for advertising. Not only is the look up to you, but so is the data. You can even show hyper-accurate Baron Storm Tracks. A custom forecast editor allows you to make instant tweaks to a forecast using any web browser, enabling you to deliver an accurate, localized touch.



## 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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