

WEATHER AND TRAFFIC TOGETHER

THE BARON EXPERIENCE

WPKY TRAVEL TIMES

| | | | |
|-------|-------------------------|------------|---------------|
| 65 NB | Gene Snyder to Downtown | 10 MINUTES | 65 AVG. SPEED |
| 71 SB | La Grange to Downtown | 21 MINUTES | 65 AVG. SPEED |

BARON
Critical Weather Intelligence

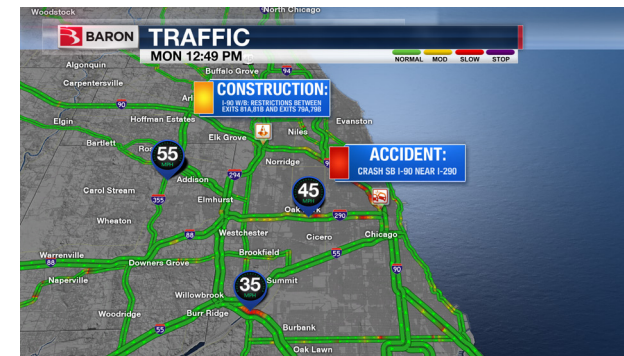


DRIVE YOUR BUSINESS

Seamlessly integrated into the Lynx system, Baron Traffic is a fast, precise solution for both traffic and weather. Packing high-quality traffic data, high-resolution mapping with flexible graphics—along with the weather prowess you’ve come to expect—it’s another way we’re helping increase your revenue while growing your reputation and brand.

- Identify traffic impediments quickly, showing accidents, stalled vehicles, closed roads and more with a single click
- Plot flow data over major and minor roads within your DMA
- Display auto-calculated drive times for any routes
- Sell multiple traffic sponsorships, with unique logos and graphics for each traffic report
- Live images through Vizion’s network of more than 32,000 traffic cameras in the United States
- Draw your own flow data, giving you more control, and helping show anticipated traffic impacts for upcoming events
- Combine traffic with weather data for an accurate and more complete story

PRECISION AT THE SPEED OF LIFE



Your audience expects accurate and fast information that helps them decide the best routes to take. That’s why Baron Traffic is fast and easy to get the latest traffic information to air and social. Plus, powered by MapQuest and other proven data sources*, it delivers to your newsroom the same commitment to accuracy as our weather data.

**MapQuest’s Traffic API is a unique data platform supported by a variety of traffic flow and incident sources, including, but not limited to, TomTom, INRIX, MapQuest’s Data-as-a-Service (DaaS) consumer movement data. The data sources are cross-referenced, consolidated and enhanced through MapQuest’s proprietary data ingestion and matching engine, producing the most accurate, real-time traffic data across the US and Canada.*

DESIGNED FOR ANY TYPE OF USER



You don’t need to be a meteorologist to use Baron Traffic. It’s designed to get any type of user to air quickly, from anchors to reporters. The system can be used as a standalone display, or quickly incorporated into a combined weather and traffic presentation using the Lynx system—truly the best of both worlds.



CRITICAL WEATHER INTELLIGENCE AROUND THE CLOCK

Baron provides accurate, reliable tools that help meteorological organizations deliver actionable information to their constituents. Backed by a 24/7 operations center for trusted customer support every day of the year, Baron Lynx makes data obtained by your weather network easily accessed by any authorized user, and even the general public. Accurate. Powerful. Accessible. Every day and every season, critical weather intelligence is at your command.



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