BROADCAST

BARON WEATHER

Weather and Traffic Together

Informed Delivery
via Dynamic Platform

Baron Traffic is your ticket to effortlessly producing engaging traffic and weather segments – all in a unified platform. Leveraging Lynx's stunning graphics, in tandem with real-time traffic camera feeds and a full spectrum of traffic data, enables your station to deliver a rich, informative experience to viewers.

Supercharge Your Traffic and Weather Storytelling

Armed with localized traffic data, ultra-sharp mapping, and versatile graphics, you can also deliver a wealth of precise traffic and weather expertise to your viewers.

Connect With and Captivate Audiences

With real drive times, pinpoint incident reporting, and immersive live visuals; you can opt for Baron Traffic as a standalone solution.

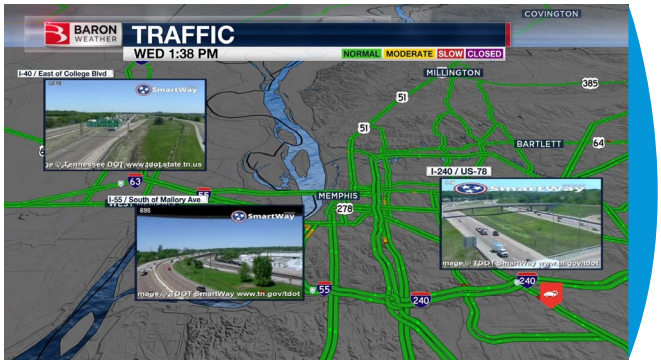
Key Highlights:

- → Access to live footage from 32,000+ geo-located cameras.
- → Generate revenue streams through sponsorships.
- → Benefit from high-definition mapping.
- → Plot flow data over major/minor roads within your DMA.

Instantly spotlight traffic snarls, from accidents to road closures.

Generate more revenue; monetize traffic segments with sponsorships, logos and graphics.

Draw custom flow data to enhance control and anticipate traffic impacts for upcoming events.



Access live imagery from Vizzion's expansive network of 32,000+ U.S. traffic cameras.

Display auto-calculated, real-time drive times for any route.

Weave together traffic and weather data for seamless, full-circle reporting.

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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