



Critical Weather Intelligence

| Designed for Fleet Operations

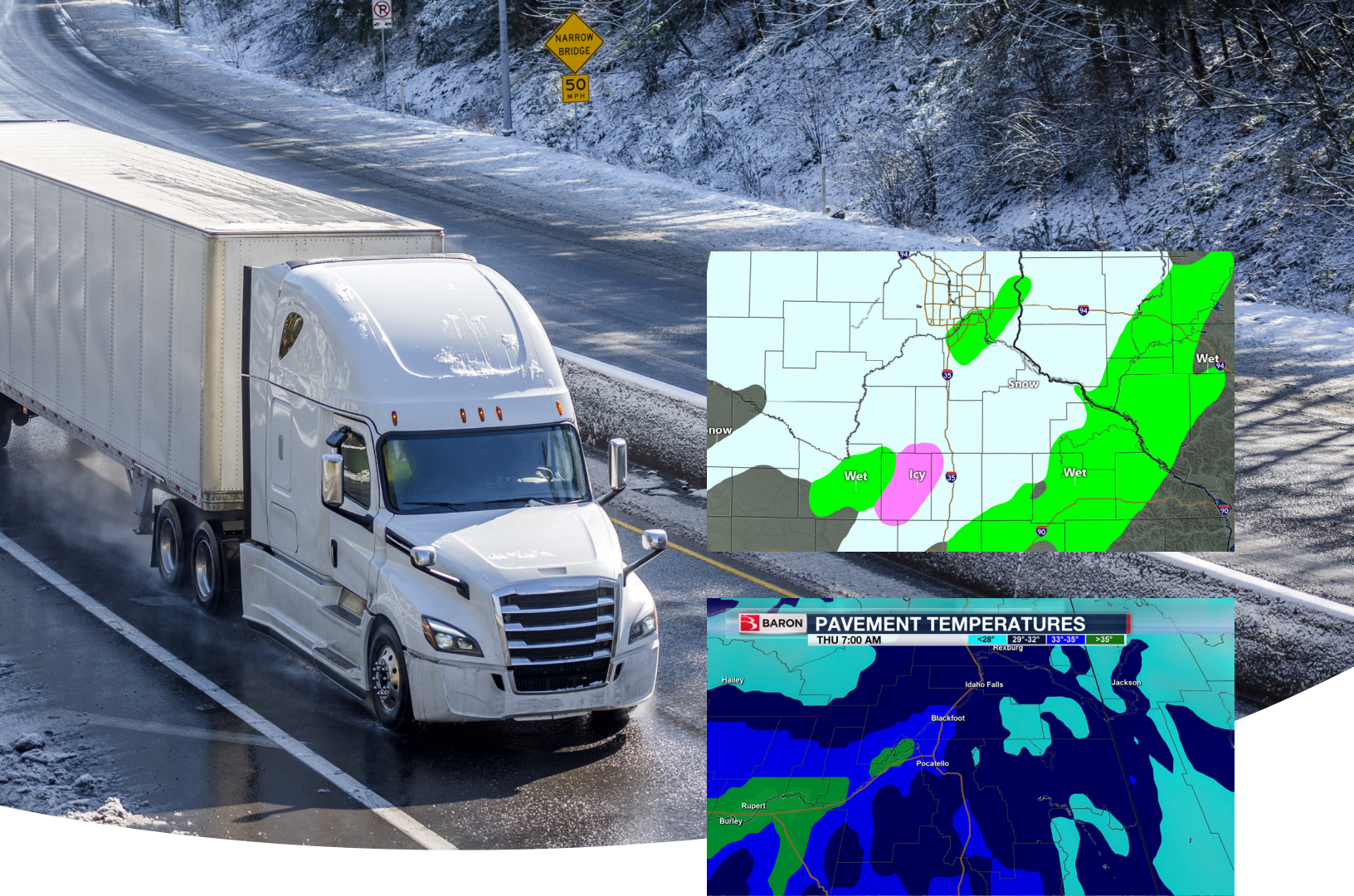
Exclusive Data for Every Device.

Baron allows you to seamlessly integrate exclusive data and weather content into your analytics, planning, monitoring and display applications. The Baron Weather API is a customizable, flexible, and reliable data feed that provides easy access to precision weather data.

www.baronweather.com

BARON ENTERPRISE SOLUTIONS





Weather Data Formatted for **Your Platform**

Our versatile graphical and textual data products are integrated seamlessly into your applications or platform. Amazon Web Services (AWS) powers the Baron API and delivers reliable robust data distribution with technology targeted towards success.

- Service level uptime and support
- Content Distribution Networks (CDN) for dependable, redundant delivery
- Text and graphical data formats for use on any platform
- JSON, TMS, GeoTiff, RSS, and XML formats
- Baron Point Query for pinpoint data and location intelligence
- GIS formatted for use in Esri, ArcGIS and all commonly used platforms
- Baron Pinpoint Alerting
- Mobile SDKs for iOS and Android

Exclusive Weather Data to Keep Your Trucks on the Road

With accurate weather data, fleet customers can plan routes ahead of time to avoid inclement weather, get better situational awareness around storms, and reduce weather-related accidents. Baron offers over 200 meteorological data products, including more than 60 Baron exclusives. Below are just a few of our data products designed to protect drivers and cargo, as well as your bottom line!

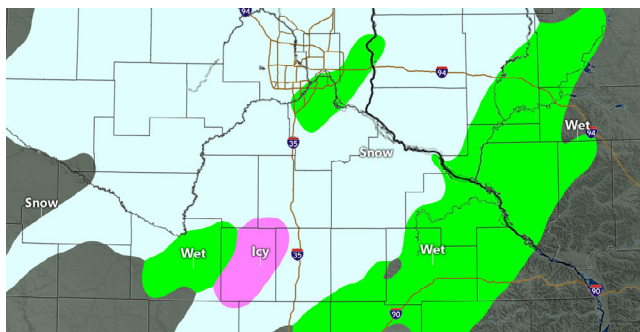
- Current Conditions
- Baron Current Road Conditions*
- Baron Forecast Road Conditions*
- Baron Hi-Res North American Radar
- Baron Hi-Res Model – Snow Accumulation
- Baron Storm Vectors*
- Baron Nationwide Damaging Wind
- Historical Weather Data

* = Baron Exclusive



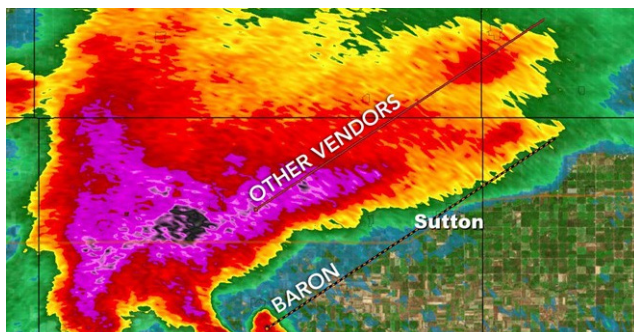
Plan optimal driving routes and make better operational decisions with road conditions forecast that include the following conditions: flooded, slippery, patchy ice, ice, snow, and heavy snow. Applications include all forms of ground transportation and emergency personnel preparedness. Road weather products are ideal for display and alerting applications in on-board telematics systems.

Forecast Road Conditions



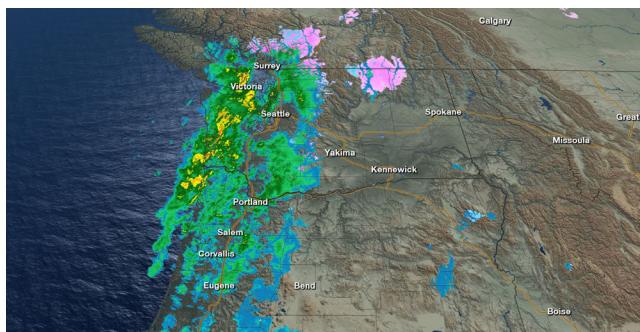
Identify the optimal routes for your drivers with this exclusive 72-hour road conditions forecast.

Baron Storm Vectors



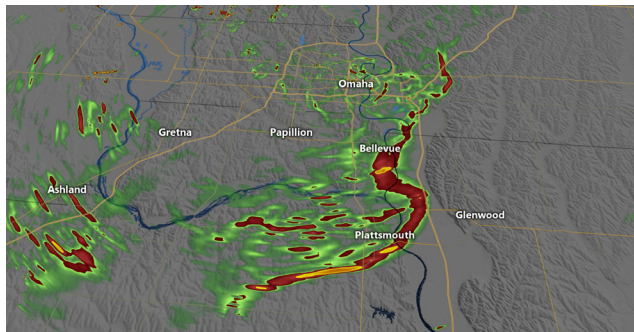
Exclusive Baron Storm Vectors do the meteorology for you, automatically identifying high winds, hail and possible tornadoes.

Hi-Resolution North American Radar



Get a complete visual on the impact weather is having on the entire continent, your region, or even your street with this high-resolution radar imagery.

Nationwide Damaging Wind



Forecasted wind speeds allow you to identify where winds could create dangerous conditions for your drivers and trucks.



Get Started Today

From the moment you launch with Baron, you have access to unique forecast and detection weather data and 24/7 customer support to guide your weather success. Baron provides access to meteorologists and developers to help you build best in class weather functionality into your software platform, business applications or websites. Baron weather specialists are always available to answer questions about your Baron products and provide meteorological expertise for your mission critical weather data needs.

Meteorological Forecast Support

Custom Forecast Services and Baron Weather Briefings are available for any industry or application. When planning for events, the Baron Forecast Team will provide customized briefings based on your locations, criteria, and weather impact sensitivities. Baron Meteorologists give you the confidence and data you need to keep your teams and assets safe.



Talk to an Expert Today

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