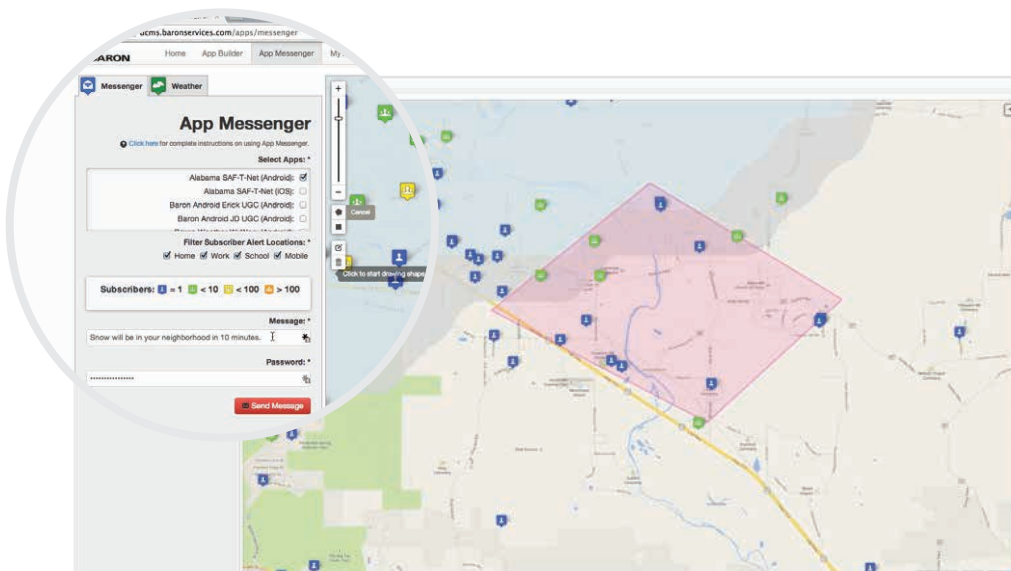


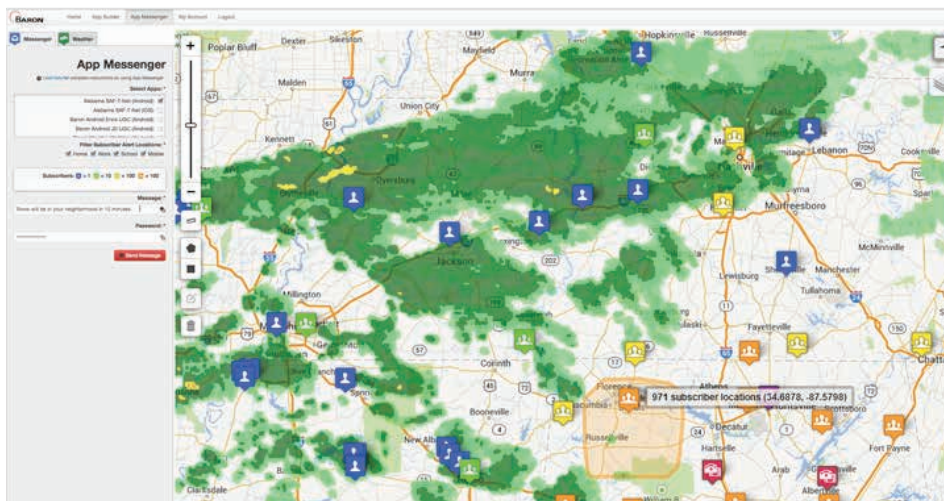
Custom Push Notifications

The Custom Push Notifications tool allows your station to create and send personalized, station-branded push notifications to users of your Baron weather app. Separate from the app's automated alerts, these manual notifications build your station's community presence, and provide valuable information to your audience.

- Target users in specific geographic areas with a web-based map interface
- Notify your audience with custom updates on breaking news, traffic, school closings and weather
- Provide your app users with personalized forecasts for local events
- Communicate efficiently, reaching large groups of users simultaneously
- Increase revenue by offering sponsorship opportunities
- Promote your station's involvement in the community (e.g., sporting events)



Using a securely accessed website, meteorologists define an area they want to notify, and can easily create a customized message. Users of the station's Baron mobile app receive the alert messages as instant push notifications.



Weather data can be overlaid onto the web-based interface, providing a comprehensive view of developing situations.