

4930 Research Drive  
Huntsville, AL 35805  
(256)-881-8811  
www.baronweather.com



FOR IMMEDIATE RELEASE

## **STAND OUT AND WIN WEATHER ON EVERY SCREEN WITH A COMPLETE WEATHER SOLUTION—BARON LYNX**

*New system combines market-differentiating graphics and legendary storm tracking  
into one dynamic platform*

HUNTSVILLE, Ala., March 10, 2016—Baron, the worldwide leader in critical weather intelligence, announced the release of its new comprehensive weather solution for winning weather—Baron Lynx. The system delivers eye-catching graphics and new robust features to set stations apart from the competition and reach audiences on all platforms with unique and compelling content every day. Baron Lynx will make its debut at the 2016 National Association of Broadcasters (NAB) Conference in Las Vegas, Nev., on April 16-21.

“The competition to engage viewers on all platforms demands our broadcast partners deliver the best in accurate, winning content,” said Bob Baron, President and CEO. “Baron Lynx gives stations the tools to own local weather and differentiate their coverage every day on-air, online and on mobile. In every weather situation, meteorologists will be able to share an impactful weather story.”

Baron Lynx delivers the visual power and science that stations need to stand out and take control of their market. Development was driven by extensive market research and enhanced by the direct input of more than 70 broadcast professionals including meteorologists, news directors, clients and competing system clients. The system provides a complete package for telling a captivating weather story and dominating station-defining moments.

WOWK-TV in Charleston, W.Va., was the first station to air full weathercasts using Baron Lynx. Chief Meteorologist, Spencer Adkins, spoke of the station’s success with the system. “Our initial weathercasts with Baron Lynx were met with rave reviews from our viewers who praised its stunning visual capability,” said Adkins. “People love the visual aspect of Baron Lynx. No one in our market has the tools we have.”

The system’s arsenal of tools enables stations to share powerful content daily on every platform with a complete weather solution. Its scalable architecture makes it possible to configure the system directly to individual station needs, ensuring tasks are completed seamlessly and precisely for all market sizes. Stations can take advantage of valuable tools such as, wall interaction, instant social media posting, forecast editing, impressive daily graphics, advanced storm analysis and more.

- Be consistently present on social media and drive viewers to tune in.
- Deliver accurate, identical forecasts across all channels—on-air, online and mobile.
- Differentiate your station with highly customized 3D graphics and mapping.
- Utilize wall interaction tools to keep talent on-screen and engage with viewers at all times.
- Share precision analyses of storms and be the market leader during severe weather.

“The launch of Baron Lynx in 2016 will give broadcasters the next generation of critical weather intelligence,” said Mike Mougey, Baron Vice President of Broadcast Sales. “The responses we received from broadcasters and audiences during the testing and demonstrations has been fantastic. The graphic look available in Baron Lynx is unmatched, and the ease-of-use and seamless integration of forecasts across all platforms will work to enhance our clients’ brands in their markets—not compete with them.”

The official demonstration of Baron Lynx will take place at NAB 2016—an international trade show that attracts more than 160 countries around the world and showcases well-known leaders in the broadcast industry. Attendees are encouraged to drop by Booth #C7516 in the Central Hall to experience Baron Lynx and get a first-hand look at its ground-breaking capabilities.

Baron’s focus on the growing needs of broadcasters reaches back to the company’s inception and drives innovation for fresh, intelligent tools that deliver accuracy, differentiation and increased revenue to stations around the world. Baron’s reputation for unsurpassed service in broadcast weather has led to a breadth of entities trusting in Baron technology including local news, online weather outlets and major 24-hour news and weather networks, both domestically and abroad.

For more information on this release, contact Kim Grantham at [kgrantham@baronweather.com](mailto:kgrantham@baronweather.com) or Mike Mougey at [mmougey@baronweather.com](mailto:mmougey@baronweather.com). Call (256)-881-8811 for more.

Find out more about Baron Lynx at [www.baronweather.com/baronlynx](http://www.baronweather.com/baronlynx).

### **About Baron**

Baron’s meteorological hardware, software and data are indispensable tools for organizations, businesses and individuals critically impacted by weather conditions. Baron’s world-class scientists are continuously inventing new and more effective ways to collect, interpret, package and display real-time, hyper-local meteorological information so that those who depend on the most precise weather intelligence for their safety and livelihood have access to professional decision-making solutions. Baron delivers critical weather intelligence when precision matters. Major media outlets in North America have turned to Baron for severe weather intelligence and stunning graphic displays including CNN, AccuWeather, WeatherNation and The Weather Network. For more information, visit [www.baronweather.com](http://www.baronweather.com).

###