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FOR IMMEDIATE RELEASE

Baron Applies Machine Learning and Computer Vision to Enhance Weather Software

Artificial intelligence used to dramatically improve hand tracking

Huntsville, AL, February 14, 2017 – Baron, the worldwide provider of critical weather intelligence, has released hand tracking that utilizes advanced machine learning and computer vision technologies. This new solution will deliver to the broadcast marketplace a solution for the Chroma key that resolves the common problems often experienced with other solutions.

Baron's new Hand Tracker, a standard part of its premier weather graphics system, Baron Lynx, will provide more accuracy, responsiveness and user confidence than any other system on the market. "Baron is the world leader of storm tracking technology. It only makes sense that we would provide cutting-edge hand tracking as well," said Mike Mougey, Vice President of Broadcast Sales.

Advanced machine learning enables the solution to continue to improve the accuracy of the tracking algorithm. Using advanced computer vision technology that obtains information directly from the studio camera, the system detects an object, in this case the presenter's hands, with increased performance and accuracy.

"As an on-air meteorologist I used another version of hand tracking. As a News Director I understood the value of interaction at the Chroma key wall. At Baron, we are delivering the confidence a meteorologist has to have with an accurate and reliable solution," said Steve Bray, Director of Broadcast Meteorology.

Simple and very cost effective, the solution gives the presenter tremendous freedom, allowing them to deliver the weather with confidence. Presenters can switch hands, move to the other side of the Chroma wall, and use faster, more fluid movements. There are no calibration wait times and the system can determine the hand from other body parts such as the head and elbow. At a recent Baron-sponsored conference,

meteorologists from all over the country had the opportunity to experience the new system. "The hand tracking is very nice; the algorithm is sophisticated and impressive the way that it determines what you are trying to point at. I think this is sharp, and it responds well to how fast your hand is moving and exactly where you are trying to highlight. It's impressive and it works well," said Jay Trobec, Chief Meteorologist, KELO-TV in Sioux Falls, South Dakota.

The new Hand Tracker is immediately available and will be a standard component of Baron Lynx for new installations. An additional computer and license fee will be required for existing Lynx customers.

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. Baron products are used in numerous industries such as automotive, transportation, aviation, insurance, marine, government and media. Over 226 million people have access to Baron weather intelligence through major media outlets in North America including major brands like CNN, AccuWeather, WeatherNation and The Weather Network. For more information, visit www.baronweather.com.

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Media resources: Images and video examples are available at <http://www.baronweather.com/handtracker/>