Digital solutions from Baron allow you to integrate superior weather information into your products and services, including apps, websites and custom development projects.

A flexible and reliable API delivers global data, nationwide radar, lightning and other must-haves, as well as precision-engineered data available nowhere else. These exclusive products include site-specific, real-time rainfall and snowfall accumulations, current road conditions, site-specific alerting plus hail and tornado detection. You can easily implement Baron weather information into practically any application you are building—all while elevating your brand awareness and aiding customers’ decision-making in any weather scenario.

This brochure provides a sampling of the powerful weather data we can bring to your organization.
Baron white-label apps allow you to reach your audience on any iOS and Android device, with daily weather essentials, a radar map and more. Exclusive features like Baron Pinpoint Alerting for hail, lightning and potential tornadoes deliver unique capabilities you can’t get elsewhere. Advertising space, if desired, enables additional revenue.

**Standard data includes:**
- Current conditions
- 24-hour and 7-day forecasts
- National radar map with time lapses
- Satellite imagery, temperature and wind speed maps
- National Weather Service watches and warnings (on the map and via push notifications)
- Location-specific Baron Pinpoint Alerting for severe weather (hail, lightning) and tornadoes

**REACHING YOUR MOBILE AUDIENCE**

More Brand Presence and Control.

Completely customizable to match your corporate image, Baron apps are part of a broader ecosystem that, put simply, give you more control. A web-based dashboard lets you tweak forecasts and alerting from the comfort of any browser. You can access user-generated content, submitted from the app, for ground-truth verification and further sharing with your audience. You’ll also be able to access detailed analytics on the distribution of weather alerts.

Connect with Your Customers.

Your app can give users a constant conduit to your social media channels, as well as any web material you’d like to share, using the RSS standard. The Baron App Messenger extends your reach further, giving you the ability to send custom push notifications to users in manually defined areas. This capability allows you to provide weather or other critical information directly to the user, right on their mobile devices.

Exclusive Weather Alerts.

You can provide your app customers with accurate, location-specific weather alerts, anytime severe weather is likely to affect them. There are standard National Weather Service-issued warnings, as well as exclusive Baron Pinpoint Alerting for dangerous storms and tornadoes. All tailored to your brand.

Additionally, exclusive proximity alerts for rain, snow, hail and lightning let your users know when these conditions approach their area, so they can prepare accordingly. Collectively, these powerful differentiators separate your app from the competition.
Want the power of Baron weather intelligence in your iOS and Android apps? The Baron Mobile Toolkit, a series of mobile SDKs (Software Development Kits), provides easy plug-and-play solutions for adding great weather content to your existing products and services. All feature customizable advertising space for automated revenue generation, plus a web-based dashboard for viewing detailed user analytics.

**Current Conditions SDK.**
Deliver current temperatures, precipitation, sky conditions and more, along with 24-hour forecast conditions and 7-day forecasts, through your current app. A web editor allows you to tweak the forecast to your liking, ensuring it’s accurate and consistent with the rest of your outreach.

**Map SDK.**
A polished, pinch-to-zoom map with radar data, time lapses, satellite imagery, tropical tracks and more. You choose the dataset that’s right for you. Other available products include lightning and Baron Storm Tracks for precision tracking of severe weather. Additional custom data from the Baron Weather API is also available, as requested.

**Baron Pinpoint Alerting SDK.**
All the power of automated Baron weather alerts, in your existing app. Notify those in harm’s way when—and where—it matters. Location-specific Baron Pinpoint Alerting keeps users notified of severe weather approaching up to eight custom locations, plus the user’s current mobile location. Additionally, a tornado threat index projects the likelihood of tornadic development using a simple 1-10 ranking. You can also send custom push notifications to geo-fenced areas of your choosing, using a secure web portal.

A fully customizable web widget powers your website with superior weather information 24/7, on all devices, so you can provide visitors to your website with current conditions, forecasts, radar data (TV and National Weather Service radars), satellite imagery, plus lots more. Baron developers supply you with custom code to embed into your current website, keeping integration simple and efficient. Additional data products are available upon request.

**Make the Weather Your Own.**
There are several visual styles to choose from; all can be customized with your logo and brand colors, with easily swappable areas for advertising. Not only is the look up to you, but so is the data. You can even show hyper-accurate Baron Storm Tracks. A custom forecast editor allows you to make instant tweaks to a forecast using any web browser, allowing you to deliver an accurate, localized touch.

**Reach and Retain Users.**
Your customers can send you user-generated content (UGC) from their Baron mobile apps, which you can instantly view and approve in a web-based interface. Imagery you’d like to share can be added to the widget with ease.
Powering mobile apps, web apps, widgets and other products requiring custom development, the Baron Weather API (Application Programming Interface) gives you the full power of Baron weather information, customized to your requirements. A flexible and reliable data feed allows you to disseminate precision weather data via your own custom-developed websites, apps and other software. REST architecture and support for common file formats means that the Baron Weather API can be integrated efficiently, already optimized for display. Additionally, all API customers receive extensive documentation and unrivaled technical support.

FULLY CUSTOM WEATHER INTEGRATION

Precision Weather Data from Baron is at your Command in any App or Device:

• Current conditions and observations
• Radar data (US, Canada, Europe, Australia)
• Satellite imagery
• Lightning
• Baron and National Weather Service storm tracks
• Forecast model data
• Tropical storm and hurricane data products
• Aviation weather products
• Marine weather and sea state products
• National Weather Service watches, warnings and advisories
• Surface maps for temperature, heat index, fronts, dew point and more
• Value-added data for flooding, tornadoes, hail and winter weather
• Roadway information
• And many more...

Any Device. Anywhere.

The Baron Weather API enables smooth, efficient implementation of precision weather data into any web, mobile or desktop app, as well as machine to machine communication and embedded devices.
Learn from past events while embracing the future of claims validation and risk modeling. The Baron Weather Archive allows you to access weather and road conditions for user-definable periods of time. Provided by a flexible API, archival data can be implemented in any number of ways, including through apps, web browsers and machine-to-machine processing. Insurance companies can use the data to validate property and accident claims by examining the path and characteristics of storms, and even their impact on roadways at points in the past. The data can also be cross-referenced with accident reports and driver habit data to identify high-risk locations and customers.

Available Data Includes:
- Radar data (Entire US, Canadian, Australian, European)
- Baron Hail Path
- Baron High Wind Path
- Rainfall data products
- Global Satellite-Derived Radar
- Surface conditions
- Satellite imagery and data products
- Fire and smoke plumes
- Sea state data
- Drought monitoring data
CRITICAL WEATHER INTELLIGENCE, AROUND THE CLOCK

Reliability and accuracy are essential. In supplying its customers with actionable information, Baron uses multiple data centers to provide our customers with maximum reliability and uptime.

1. Data is automatically integrated from multiple sources, including the customer’s own weather detection and forecasting assets.

2. Data fusion techniques combine mesoscale models and other inputs to ensure added detail and precision.

3. Automatic and manual processes provide quality assurance and accuracy.

4. Data is distributed to authorized users and/or the general public using the customer’s desired transmission scheme.

The Result:
Critical Weather Intelligence, for all authorized users, on multiple platforms, enabling mission-critical decisions to be made effectively and efficiently.