



BARON

Critical Weather Intelligence

StormWarn®

The Instant Alert That
Redefined Crawl Systems

When significant weather threatens your viewers, StormWarn goes into action within the blink of an eye. You'd expect such effortless speed from the industry-leading instant alert system. StormWarn's inception in 1997 heralded a revolution—that of a faster, more flexible system combining the venerable alert crawl with live radar display.



StormWarn: An Integral Component of the Complete Weather Solution

Being the first and only instant alert that can effectively promote your live radar certainly has its advantages. Whether you're broadcasting in standard or high definition, it makes StormWarn an industry innovator and a continued leader.

StormWarn is the most flexible, timely and accurate alert available. And it only comes to you from Baron Services, the Only Complete Weather Company.

The system is designed to complement the full suite of Baron weather equipment. Identical appearance. Similar functionality. To you, that means getting the word out more quickly. To your viewers, it means a professional look that's always consistent.

StormWarn Features

- **National Weather Service Watches, Warnings and Advisories**
Configure StormWarn to go on-air automatically with National Weather Service watches, warnings and advisories, or have it wait for your go-ahead. The system makes it easy to insert header and footer statements, as well as customized text. StormWarn's speed and fluidity allow you to get the right information, to the right people, at the right time.
- **Amber Alerts**
Amber Alerts highlight regions where missing children have been reported. Give your community a heads-up by distributing imperative information via StormWarn.
- **County Maps**
County maps highlight portions of your DMA under threat. User-defined alert colors let viewers know in a heartbeat if they're going to be affected. Move freely between regional and localized views, and blink affected counties to make sure they get noticed.
- **Community Names**
Community names provide viewers with an instant reference point for their location as compared to the storms.
- **Live Radar or NEXRAD Display**
StormWarn's live radar or NEXRAD display is the most accurate available. StormWarn promotes your live radar by combining reflectivity in up to 256 colors with a sweep line. For NEXRAD users, the system displays single-site radars—far more timely and accurately than crawls relying on aging composites. Automatic redundancy built into the system replaces downed NEXRAD sites with the next-nearest location. Viewers get radar updates they can trust, thanks to StormWarn's reputation-building timeliness and accuracy.





- **Fully Customizable Appearance**
StormWarn's fully-customizable appearance keeps the crawl consistent with the rest of your on-air look. Change any colors, add your logo, whatever you want to do. In addition, StormWarn lets you save multiple setup profiles, providing instant access to setups you've customized for special events or weekend football games.
- **Two Logos in the Crawl**
Place up to two logos in the crawl, reinforcing your brand or advertiser.
- **Squeezebacks with Customizable Border Graphics**
Squeezebacks with customizable border graphics offer an eye-catching way to unobtrusively show alert graphics at the same time as regular programming.
- **Semi-Transparent Color Key**
Make a splashy appearance with a semi-transparent color key. This feature lets you have a transparent color in your logo, marquee or crawl background.
- **Dual Control**
Dual Control allows easy operation from both Master Control and the weather center.
- **Bilingual Support**
Bilingual support allows you to get the message out to both English and Spanish speaking viewers.
- **Automatically Shut Off the Crawl During Commercial Breaks**
Automatically shut off the crawl during commercial breaks and restart it once programming returns with StormWarn's GPI interface.
- **True Digital Output**
True digital output right out of the box ensures crisp, clean imagery.
- **Easy Upgrade Path**
Easy upgrade path from SD to HD formats.



A TORNADO WARNING HAS BEEN ISSUED FOR



Accuracy That Saves Lives, Builds Trust

The advanced technology at its heart ensures that only StormWarn can provide such timeliness and accuracy in an alert crawl. The system can save lives. It can help make you the most trusted source for severe weather updates.

And if you join Baron's Product Support & Upgrade Plan, you'll have the tools—for years on end—that are necessary to keep that trust. The years of refinement behind StormWarn are what make it the leading instant alert, but they are just a precursor to its continued innovation. And they ensure StormWarn a permanent place in your weather center.

Better Than Brand New

StormWarn is supported by ongoing development, which ensures continued innovation. The Baron Support & Upgrade Plan makes it happen, giving you a cost-effective way to keep StormWarn on the cutting-edge. And beyond it.

This unique level of service is only available from Baron. And with it, you're guaranteeing that your StormWarn system will be better five years from now than it was the day you ran the first crawl.

