

# Mobile & Tablet Apps



Expand the audience for your station, no matter where they are. Automatically publish your news and weather content on every screen with Baron's flexible app platform for iOS/Android smart phones and tablets.

- Generate recurring revenue using your preferred ad network
- Reach audiences everywhere with station-branded forecasts, currents, radar, blogs and more
- Increase the visibility of your content and brand
- Enable easy content sharing with social media integration
- Drive audiences to your on-air coverage

## Live Radar and NEXRAD

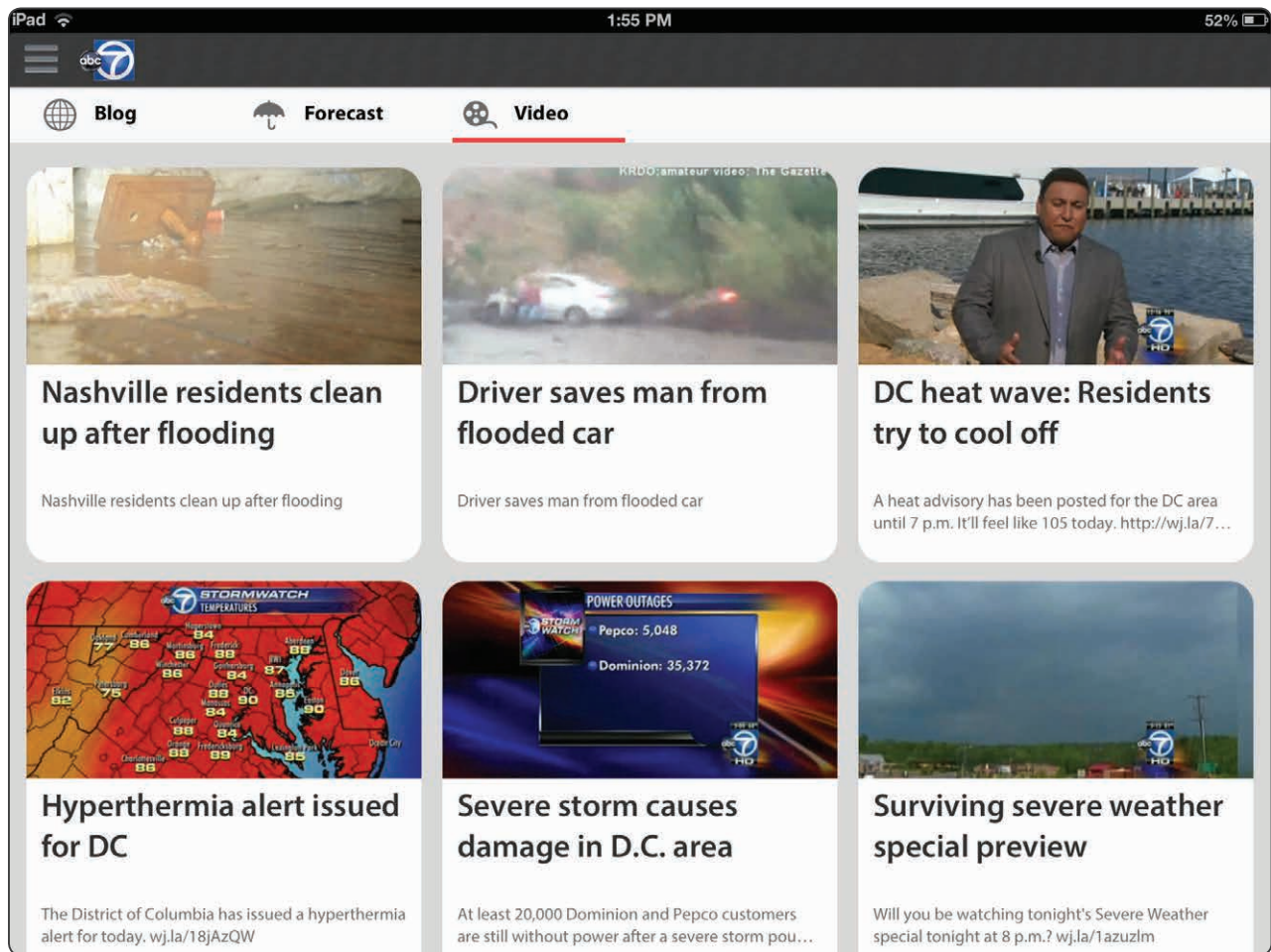
A national or local NEXRAD image updates every 5 minutes on an interactive map. If you have a live radar, your app is the exclusive showcase, displaying minute-by-minute updates in incredible detail.

## Video, Live Streams and RSS Feeds

Your live coverage shines on mobile devices with live stream integration into Baron apps. You can also define the types of auto-populated articles and videos you'd like to repurpose for smart phone and tablet users, integrating your app with your website's existing Content Management System.

## Social Sharing

Users easily access content from your news and weather personnel's Facebook, Twitter and blog accounts, directly in the app. Your audience can also submit user-generated images and video direct to your station from their own social media accounts.



## Weather Warnings and Exclusive Notifications

App users are instantly alerted to watches and warnings issued by the National Weather Service, in addition to station-exclusive alerts for dangerous storms and potential tornadoes. Exclusive alerts are accompanied by a Baron Tornado Index (BTI) ranking on the probability of tornadoes. Your station can also manually send custom news, traffic and weather-related push notifications to users of your Baron app, keeping audiences informed, and your brand top of mind.

## Current Conditions and Forecasts

Provide daily weather essentials with 3 and 7-day forecasts, current satellite imagery and more. Your audience knows the weather to expect, with an hour-by-hour forecast for the next 24 hours delivered through an intuitive slide bar and dynamically changing graphics.