

ENERGY & UTILITIES

Enterprise Weather Visualization



Weatherproof Your World.

baronweather.com

Your Meteorologists Deserve a Platform Built for This

Every day, utility meteorologists across the country are piecing together weather briefings by hand — pulling radar images from websites, copying forecast data into PowerPoint slides, and manually assembling the information their operations teams need to make critical decisions. It works. But it takes hours, it looks inconsistent, and it undersells the value your weather team brings to the organization.

Baron Lynx changes that entirely. It is a professional, enterprise-grade weather visualization and communication platform that brings all your weather data — radar, satellite, models, sensor feeds, and your own organizational data — into one seamless system. Briefings that used to take hours to build update automatically. Graphics that used to look improvised now look broadcast-quality. And your meteorologists spend their time doing what they were hired to do: analyzing weather and communicating its impact on your operations.

While Lynx is widely known for its communication capabilities, its value starts with analysis and carries through to storytelling. It is a one-stop shop built into a highly customizable mapping solution — and for utility meteorologists, that combination is what makes it unlike anything else available.



All Your Data. One Platform.

Baron Lynx integrates data from radars, satellites, private and public weather sensors, forecast models, and more — including your own in-house data — into a single display solution. No more switching between systems. No more copy-pasting from web browsers. Everything your team needs is current, consolidated, and ready the moment they open the system.

Built Around Your Operations

Baron Lynx is configured around how your organization thinks about weather risk — not the other way around. Overlay your infrastructure assets directly on weather maps, integrate your own sensor data and models, and apply your own branding and color schemes. What your meteorologists see and communicate reflects your world, not a generic weather display.

Weather Briefing Tool

Build and deliver compelling weather briefings directly inside Lynx — with split-screen data views, on-screen annotation, picture-in-picture video, and optional voice-over recording. Whether your meteorologist is presenting to the operations center, briefing leadership, or distributing a video update to field supervisors, it all happens from one platform, with data that's already up to date when opened.

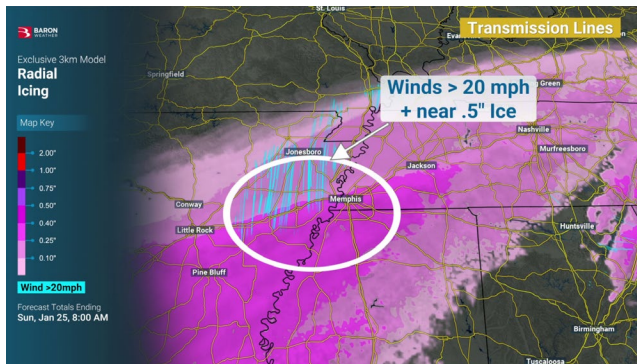
"Baron Lynx has transformed the way our meteorology team communicates weather risk to our operations center. What used to take hours now takes minutes — and the quality of our briefings has never been better."



First Last Name
Job title goes here,
Company name

From Forecast to Briefing. All in One Place.

When severe weather threatens your service territory, your met team shouldn't be scrambling — they should already be ready to deliver actionable insights. Baron Lynx is built around that reality. Everything your meteorologist needs to analyze conditions, build a forecast, and produce a compelling professional briefing is in one place, always current, and ready to share the moment it's needed.



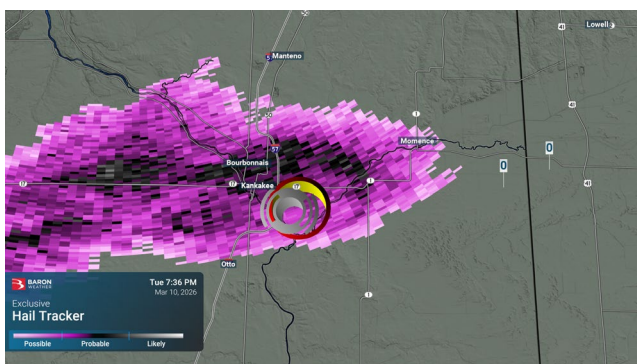
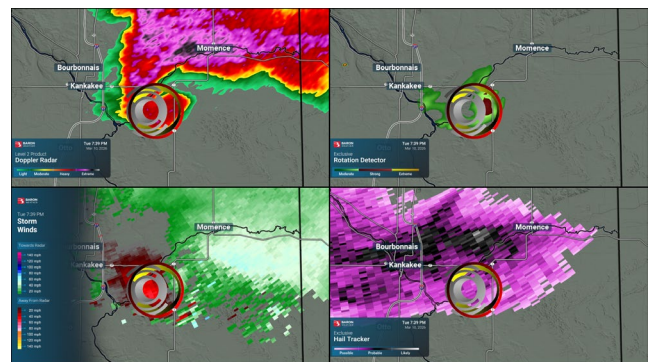
Forecast Modeling and Editing

Baron Lynx supports multiple forecast models simultaneously, giving meteorologists the flexibility to identify model agreement, trends, and uncertainty in a single view. The Baron 3 km model delivers high-resolution detail for localized storm impacts — including simulated reflectivity, helicity tracks, and snow, sleet, and

ice forecasts critical for winter planning. The Baron 15 km model works alongside GFS and ECMWF for broader synoptic-scale analysis and longer-range context. Because Baron's models are fully editable, forecasters can apply their own local knowledge and operational expertise to produce the most accurate, actionable forecasts possible.

Four-Panel Display Mode

Monitor multiple weather products simultaneously with Lynx's four-panel display mode. Meteorologists can examine reflectivity, velocity, model output, and asset-overlaid maps all at once — without switching screens or systems. The four-panel view is equally valuable for comparing multiple models side by side, examining different variables from a single model, or analyzing multiple perspectives of the same storm — giving operations teams a far clearer picture of structure, evolution, and potential impacts before a single briefing is built.



Playback

Baron Lynx lets forecasters move through time in both directions — forward into forecast data and backward through recent events. After major storms, utilities need to understand why certain areas experienced more outages than others — whether due to storm intensity, storm track, or aging infrastructure. Playback makes that analysis straightforward, expediting after-action

reports and making it easy to create graphics that can be shared internally and with regulators — all within the same platform used for live analysis and briefing preparation.



See Your Entire Service Territory at Once

Baron Lynx is your command center for weather awareness across your entire service territory. From a single workstation, your meteorologists and operations teams can monitor street-level conditions anywhere in your region and communicate the impact to every level of your organization — from field crews to the executive suite.

Your Infrastructure on the Map

Plot substations, transmission lines, pipelines, generation facilities, and other critical assets directly on Lynx weather displays. Lynx makes it easy to import asset information from your GIS system directly into the platform — so when a storm is approaching, operations teams immediately see which assets are in its path. Not just where the weather is, but what it means for your infrastructure.

Integrate Your Own Data

Lynx supports integration of your own weather station data, proprietary models, and third-party data feeds alongside Baron's exclusive datasets. Whether your organization operates its own sensor network, uses a regional weather service, or has specialized data sources relevant to your operations — Lynx brings it all into one highly customizable view.

Impact Data That Goes Beyond the Radar

Baron has a comprehensive library of weather data that helps you evaluate all weather-related risks. Baron analyzes and enhances that data to deliver impact-focused intelligence operations teams can act on. Fire weather, wind and shear swaths, power outage tracking, camera integration, and river and flood data mean forecasters understand not just what weather is occurring, but how its impacts are unfolding in real time across your service territory.

From Analysis to Action. When It Matters Most.

During severe weather, speed, reliability, and clarity matter most. Having real-time radar, observations, model guidance, and impact-focused datasets available in one system is critical when conditions are evolving quickly — and the decisions made in those hours before impact determine how well you protect your people and assets.

The Analysis Tab: Your Severe Weather Command Center

The Analysis tab brings radar, satellite, surface observations, model output, warnings, and impact data together in one place — so forecasters never have to toggle between systems when time is short. Baron Lynx delivers real-time data visualization, seamless data layering, and comprehensive storm tracking tools that give operations teams an immediate, complete picture of developing threats across the service territory.

Precision Storm Tracking

No other company does storm tracking better than Baron. Baron Lynx enables forecasters to track the exact speed, direction, and projected path of severe weather — from fast-moving severe convective outbreaks to slower-moving winter storms, ice events, and tropical systems threatening your service territory. Storm Intel and storm vectors add further context as conditions evolve, communicating not just where a storm is headed but what impacts are likely to follow. Pre-position crews and resources before the first outage occurs.

Radar Visualization and Integration

See inside the storm with real-time 3D radar visualization. Baron's dual-pol radar integration accurately depicts rainfall accumulation, hail, flooding potential, and severe wind fields across the entire service territory — giving operations teams a clear picture of not just where the storm is, but what it's doing.



Exclusive Products Built for Utility Operations

Baron Lynx provides real-time monitoring, model guidance, and impact-focused datasets designed around the weather threats that cause the most damage to utility infrastructure and field operations. When conditions are changing fast, having the right products in one place is what separates a confident response from a reactive one.

A few of Baron's Exclusive Products:

- Shear Rate
- Fire Weather Risk
- 3D Shear Marker
- Ice Accumulation Forecasting
- Wind and Shear Swaths
- River and Flood Data Integration
- Storm Intel
- Power Outage Tracking

Meet Federal Mandates. Protect Your Infrastructure.

Regulatory pressure on utilities to demonstrate proactive weather risk management is growing. Utilities face increasing requirements to show that operations teams are monitoring, documenting, and acting on weather threats in a structured, consistent manner. Baron Lynx gives your organization the tools to do exactly that — supporting compliance with NERC reliability standards and other federal mandates for grid and pipeline operations while building the kind of organizational weather culture that protects your assets and your people year-round.

Supporting Regulatory Compliance

Baron Lynx gives meteorologists and operations teams a documented, repeatable workflow for weather monitoring and communication. Automated data updates, consistent briefing formats, and a complete record of weather analysis and distribution mean your organization can demonstrate the proactive approach regulators expect — without adding administrative burden to your weather team.

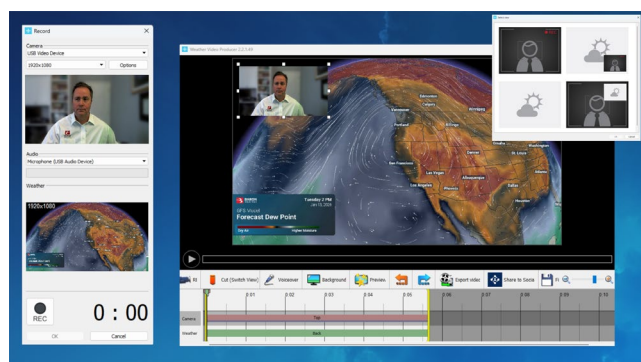
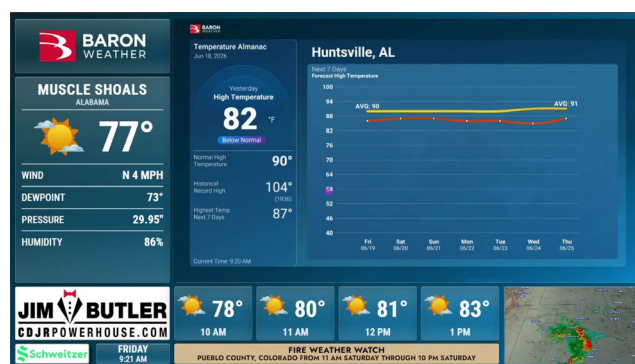


Always-On Weather Intelligence for Your Operations Center

Weather awareness shouldn't stop when your meteorologist steps away from their workstation. Baron Lynx extends weather intelligence across the organization with tools designed to keep operations teams informed – continuously, automatically, and professionally.

Stream24Cast

Turn any screen in your operations center – or your lobby, your EOC, your field dispatch area – into a live, always-current weather display with Stream24Cast. Configured once by your meteorologist, Stream24Cast continuously cycles through the weather products and data layers most relevant to your operations, with no ongoing manual effort. Current conditions, model output, and asset overlays are visible at a glance, around the clock.

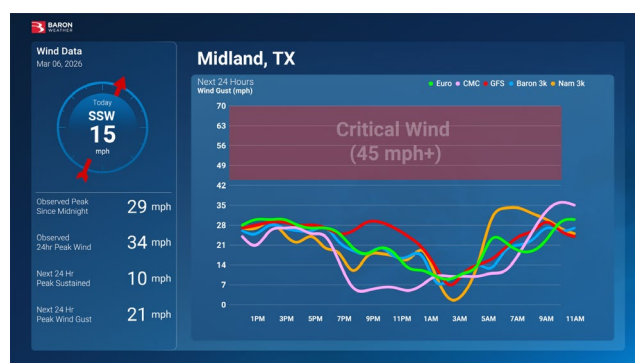


Weather Video Producer

Build and distribute professional weather briefing videos for rapid internal distribution or external stakeholder communication. Record on-camera or voice-over presentations directly in Lynx and share them instantly across the organization – so operations teams, field supervisors, and executives all have the same situational picture at the same time.

Automated Workflows

Baron Lynx reduces manual workload through automation. Current data populates automatically. Display configurations refresh without user intervention. Your meteorologists can focus on analysis and communication – not data management – from the moment they open the system to the moment the storm passes.



Baron Lynx is Where It Starts. Here's How the Ecosystem Extends.

Baron Lynx is the foundation of your organization's weather intelligence capability. For utilities with larger GIS teams, operations centers, or field crews that need weather data in additional formats and workflows, Baron offers a broader ecosystem of solutions that work alongside Lynx.

Baron ArcGIS Weather Layers — For utilities running Esri environments, Baron's ArcGIS Weather Layers deliver live weather data directly into your GIS platform, seamlessly integrating with your existing maps, asset databases, and alerting workflows via ArcGIS Velocity and GeoEvent Server.

Weather Logic — An out-of-the-box SaaS platform for live weather dashboards and location-based alerting, designed for operations teams and field crews who need weather awareness without a dedicated meteorologist at the workstation.

Baron Weather API — Embed high-quality Baron weather intelligence directly into your own internal applications, dashboards, and operational systems.

Focused on Your Success.

Weather communication should be a cornerstone of your meteorology team's role in your organization — and Baron Lynx is what makes that possible. Every day, every season, 24/7/365 — Baron's expert meteorologists and staff are monitoring systems, supporting your team, and ensuring your weather intelligence is performing when it matters most. The Baron operations center is staffed around the clock, ready to assist with everything from onboarding to severe weather events.

Your meteorologists do their best work when they have the right tools. Baron Lynx is that tool.

baronweather.com | solutions@baronweather.com | +1 (256) 881-8811

©2026 Baron Weather, Inc. All rights reserved. Baron, Baron Lynx, and the Baron logo are registered trademarks of Baron Weather, Inc. Other trademarks are property of their respective owners. 06-2026.