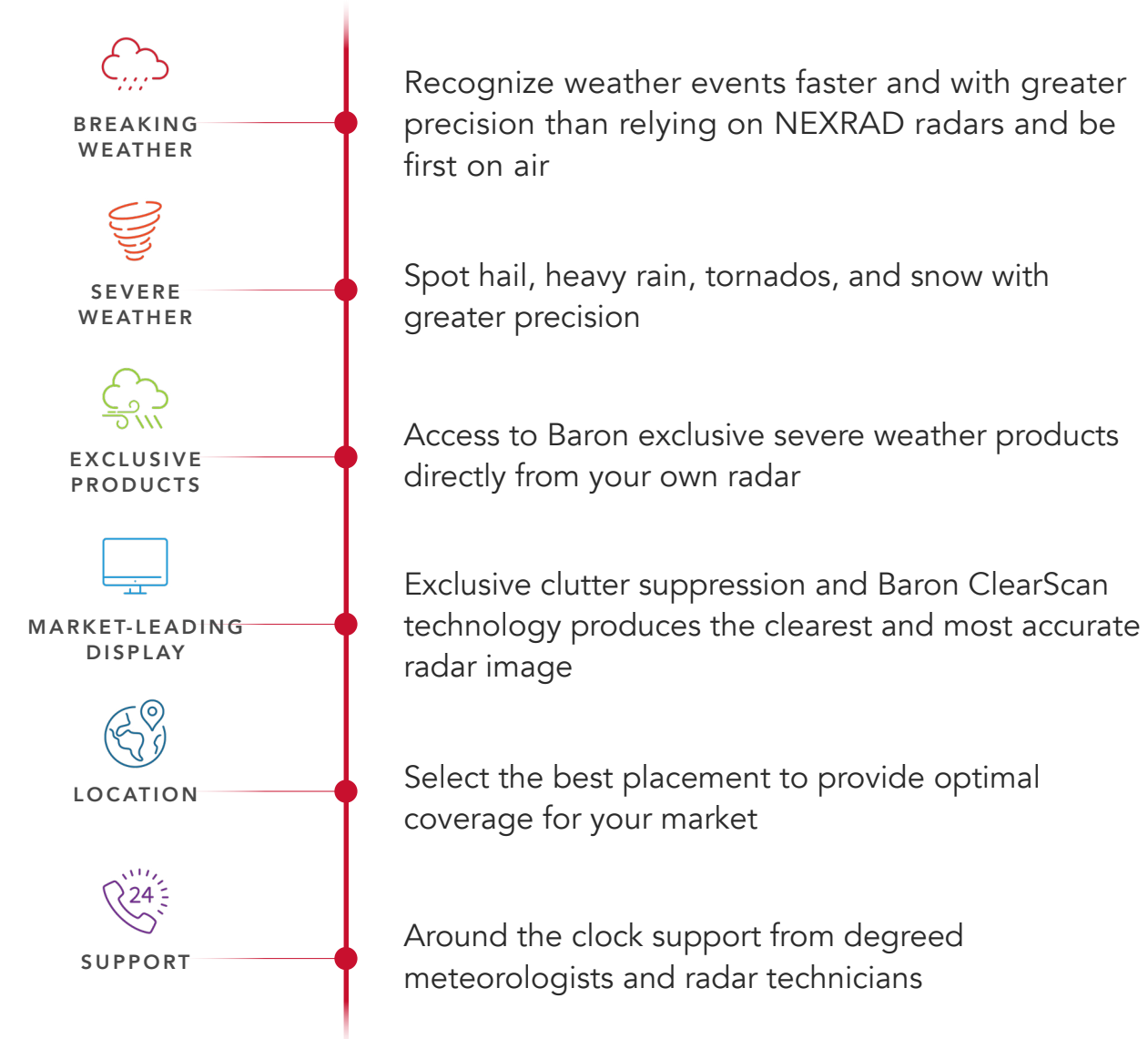


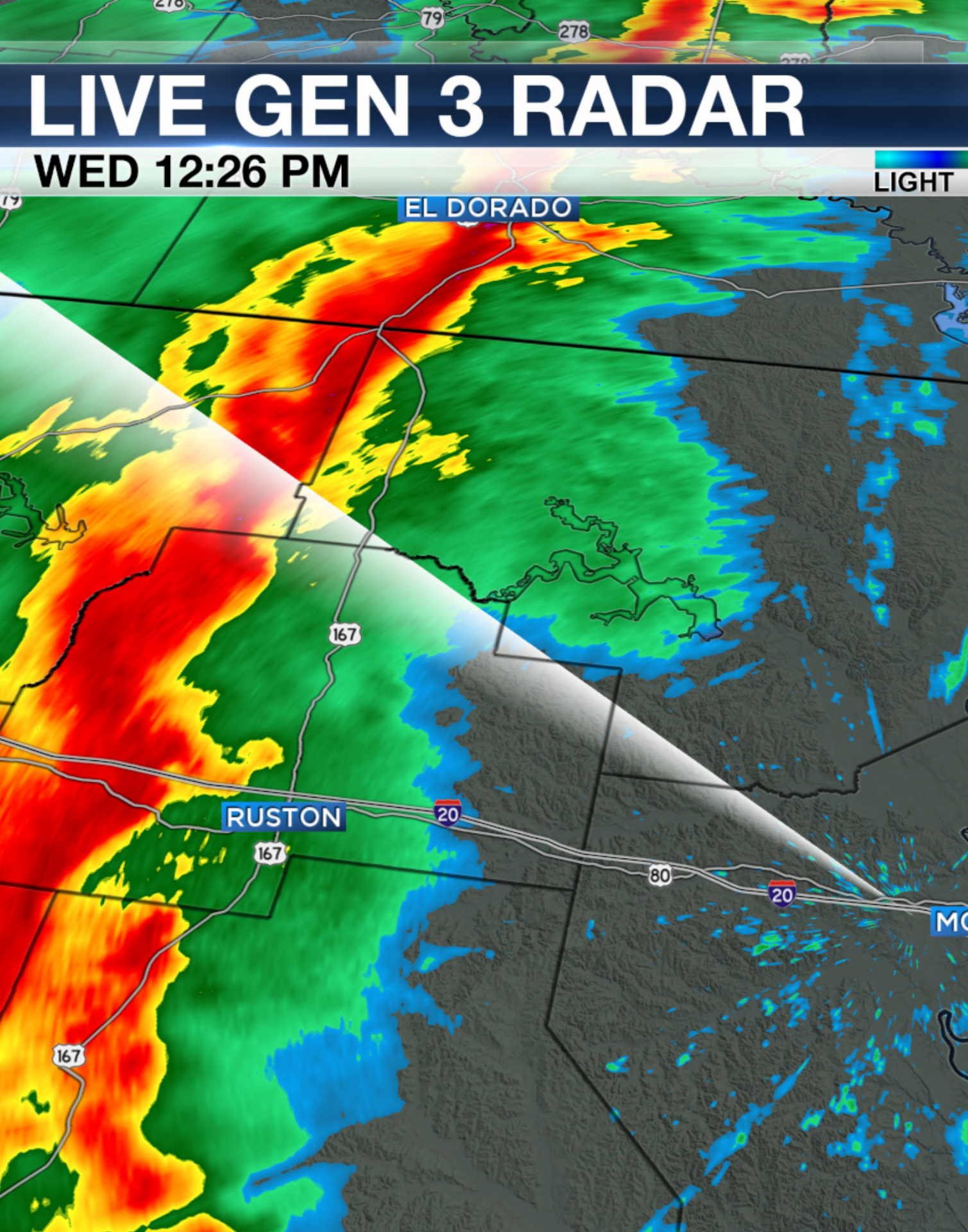


BARON Gen3 Radar

Looking to connect with your audiences when they need you the most as well as every day? At Baron we want to help you keep your community safe and informed with a Baron radar dedicated to your audience and your market.

Dominate weather, win ratings by delivering exclusive high-quality weather data for any climate to your audience on all screens.





Live-Local Radar

Focused on Your Viewers

Every Scan is Exclusive

Baron Gen3 radars are set to deliver unrivaled performance right from day one. That means you can use essential data products for flooding, hail, and tornado debris detection, and accurately forecast areas likely to receive snow and wintry mixes versus rain.

Scan after scan. Moment by moment. With Baron Gen3 Radar, all you do is win.

Performance in Severe Weather

Rise above the competition during severe weather coverage with exclusive data from your Baron radar. Your meteorologists will be able to identify dangerous twisting winds, straight-line winds, and shear rate with more precision and speed, potentially saving lives in a thunderstorm, tornadic or tropical event. They will also be able to detect hail, snow, and flooding rains with greater accuracy.

Faster than NEXRAD

Your Baron radar will return data faster than NEXRAD radars, allowing you to get critical information on the air faster than the competition.

Ideal Location for Your Market

With a live-local radar, you're in control—not just in what your radar does, but where it's placed, and how it's used. We'll work with you to strategically place your radar in a location ideal for providing the greatest data precision over your DMA and to cover any existing NEXRAD gaps.

Choose the Best Radar for Your Station

Baron offers multiple radar configurations so we can meet any station's needs. Our expert staff can guide you through selecting the radar that will best serve the terrain and climate of your market and align with your budget.

Dual-pol Ready

Dual polarization technology has changed the way meteorologists and the public view weather data. Baron played a pivotal role in the transition, upgrading all the U.S. National Weather Service radars to dual pol. Sampling the atmosphere in both the horizontal and vertical polarizations means that your radar provides additional data products, and better detail for detected precipitation. So, your weather team has better insight into the actual contents of a storm, rain, or winter weather system, and can tell a more accurate story about the weather's local impacts.

Configuration Options

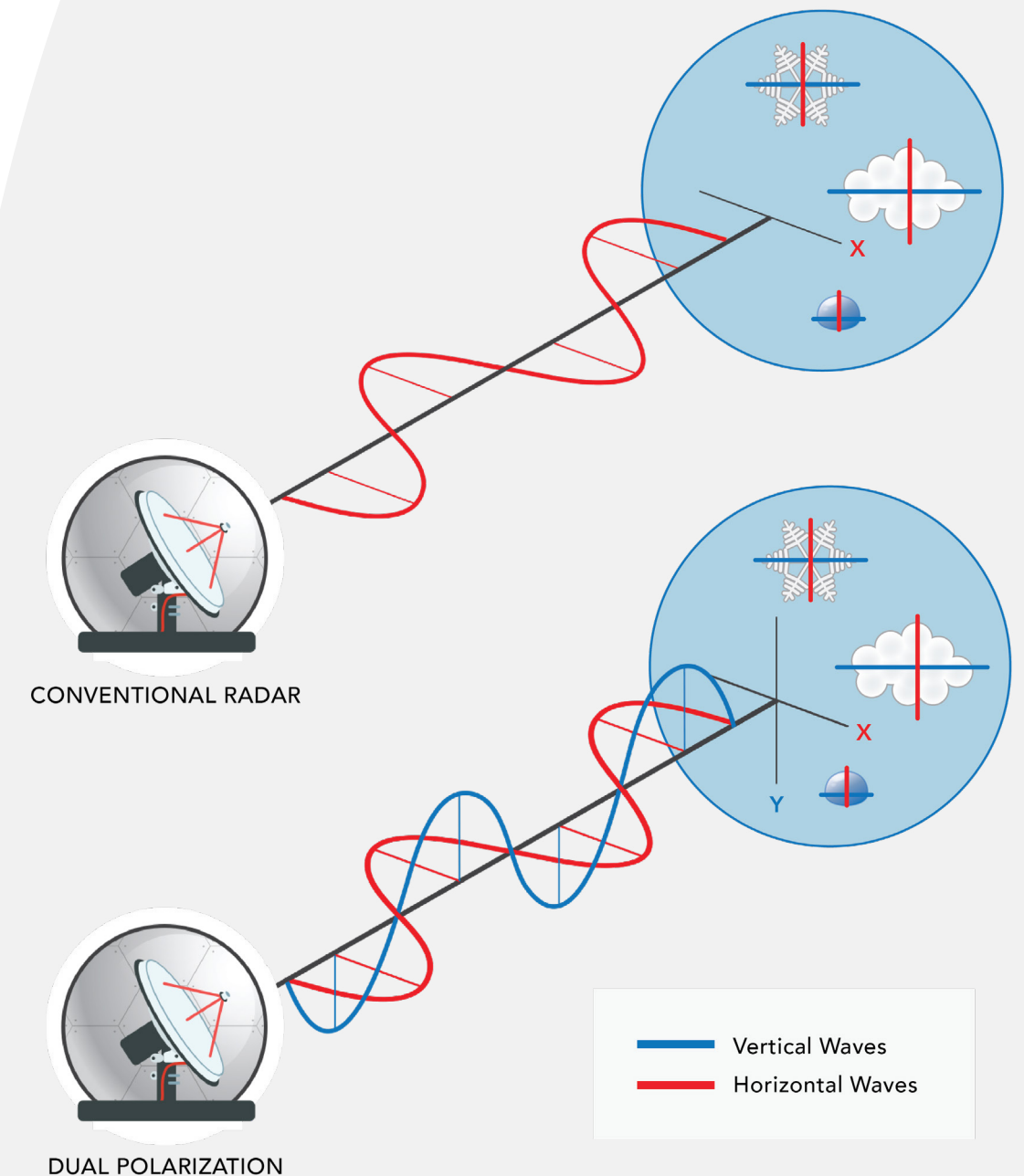
To ensure your station's radar is best equipped to handle your market's climate and terrain, C-band and X-band radars are available with magnetron or klystron configurations. Our top options for broadcasters include:

350-kilowatt C-band Magnetron (Single & Dual-pol)

A powerful radar in all weather conditions at a price designed to fit your station's budget

1-megawatt C-band Klystron Dual-pol

Superior weather detection for major events, including convective and tropical



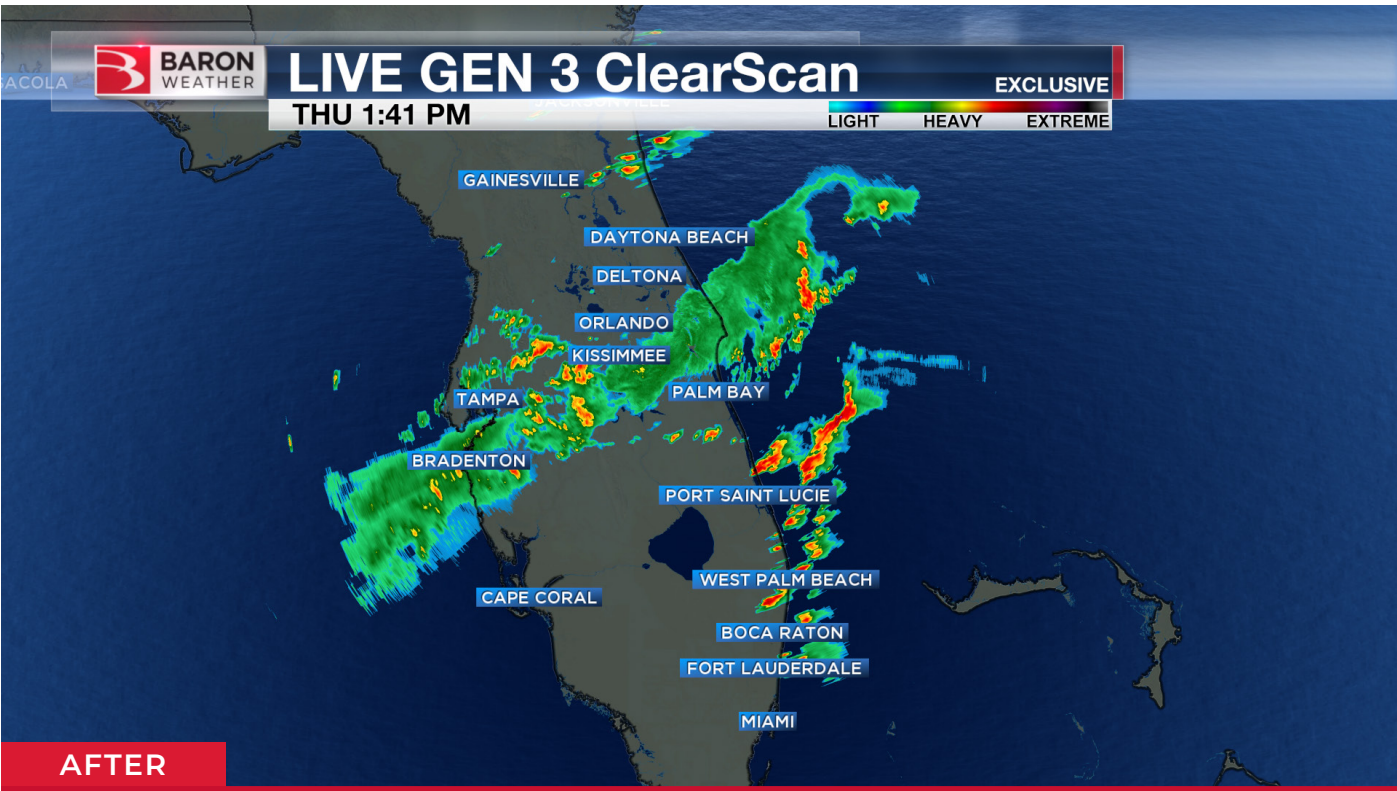
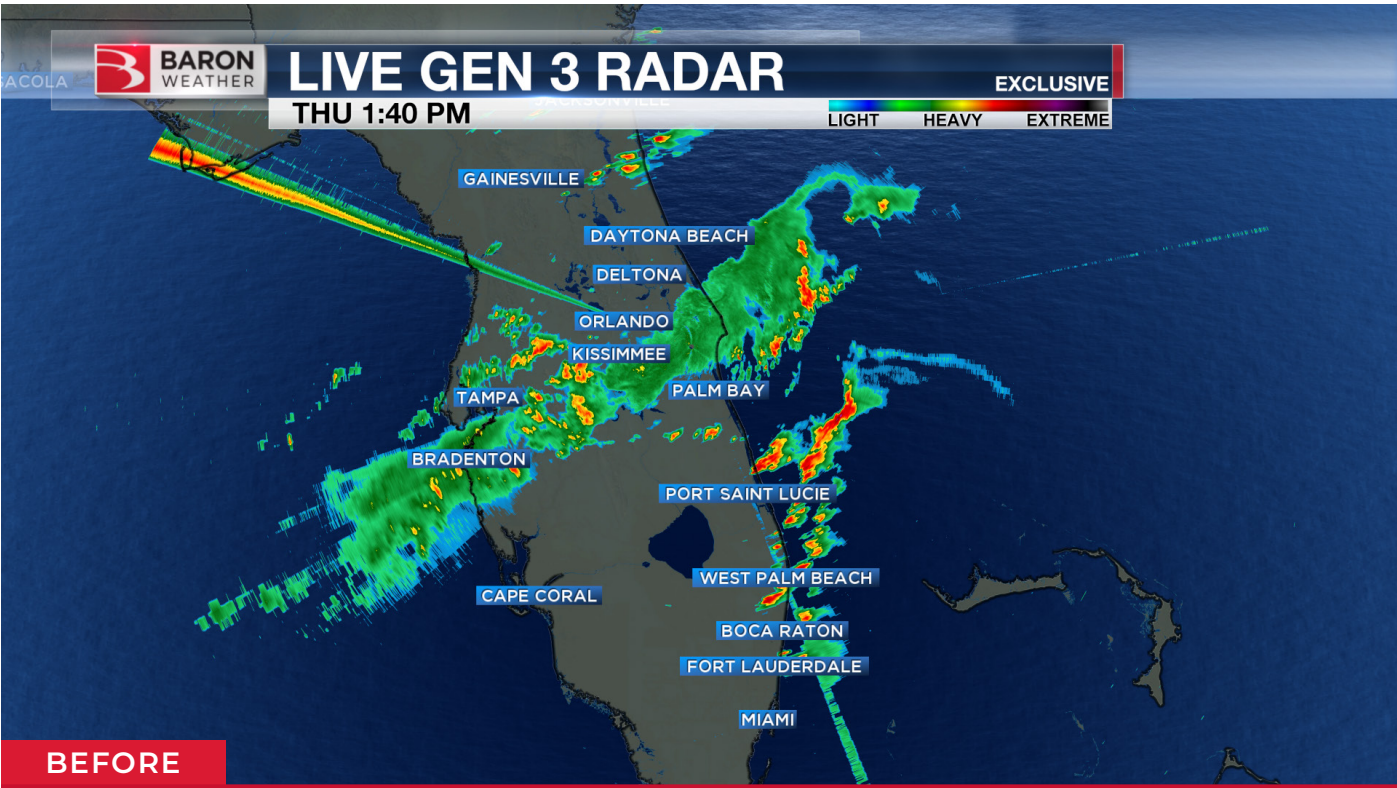
Radar Images **Your Audience Will Understand**

Clutter removal is critical to accurate and reliable radar data. With the emergence of 5G and the increase in radio frequency (RF) transmissions its importance has never been greater. Exclusive technology from Baron gives you the most advanced and proven suppression systems for ground clutter and RF interference, resulting in greatly improved meteorological data quality that looks great on-air.

Introducing The Baron ClearScan™

This patent-pending Baron technology uses machine learning algorithms to recognize quality radar data verses anomalous propagation (often caused by wind farms or general ground clutter) or radio frequency interference from other electronic devices. Available with Baron Dual Pol Gen3 radars, the Baron ClearScan removes the unwanted noise, resulting in cleaner, easier to read and more accurate displays of radar data. ClearScan can be tailored to better recognize specific issues your radar is likely to encounter at its location. Always give viewers accurate visuals of weather events in their area they can understand.

ClearScan patent pending.





Automated Tools for Ultimate Performance & Reduced Labor

Multi-radial ZDR Calibration

This patented and ground-breaking technology that solves several calibration and operational challenges — even in fast-changing meteorological environments. Multi-radial Calibration automatically calibrates Differential Reflectivity with every sweep, equaling more than 300 times per hour.

Auto-calibration

Most radars are calibrated about once or twice a year using a process that requires the radar to point vertically. Baron's auto-calibration checks numerous parameters with every volume scan, ensuring the radar system is automatically calibrated. This keeps Gen3 radar systems reliable, accurate, as well as easier to operate and maintain.

This unique Auto-Calibration technique is standard on all Baron Dual Polarization radar systems.

Scheduled Mode Transitions

Automated scheduling allows you to set the appropriate radar operation mode ahead of a weather event.

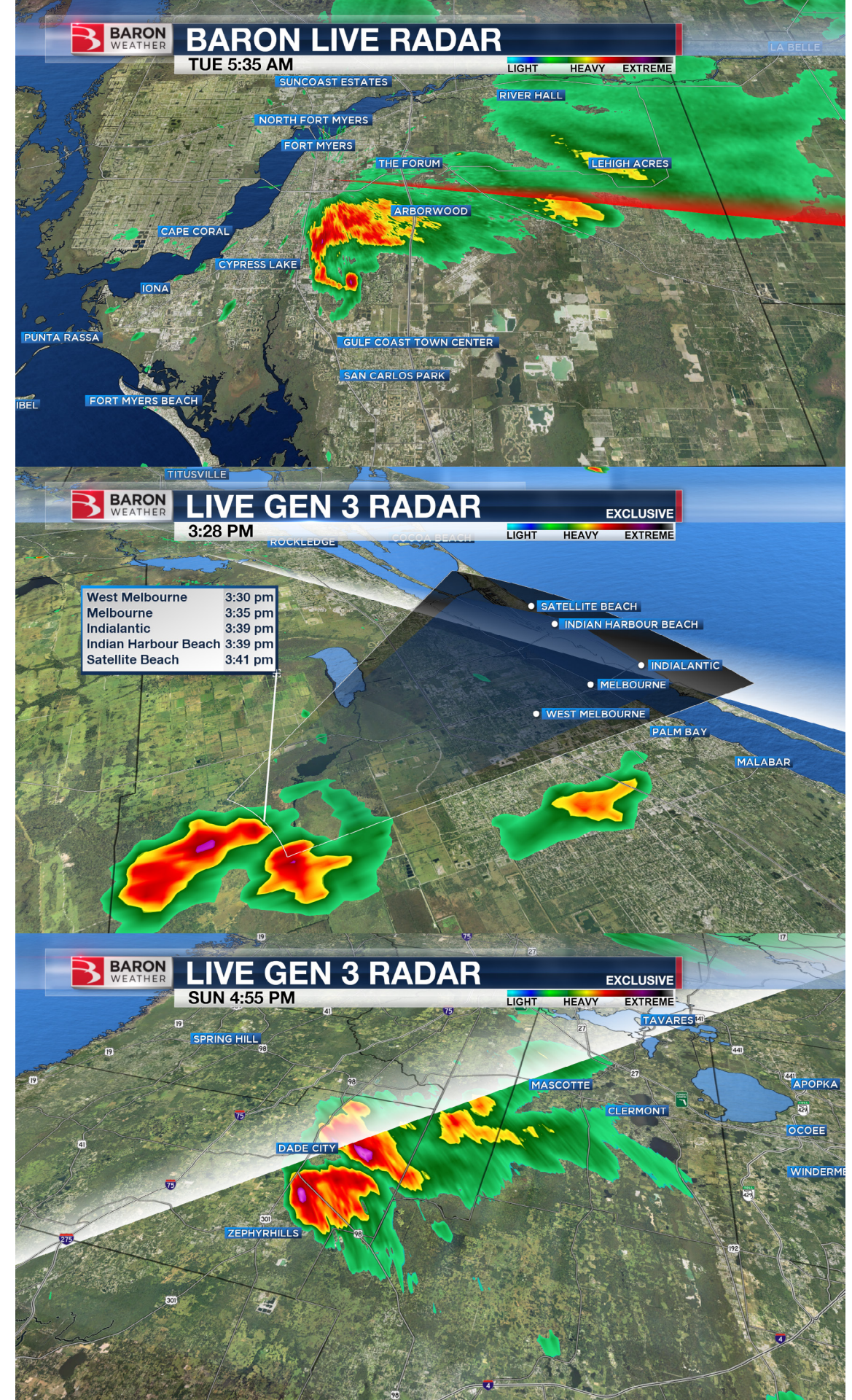
Baron Lynx

The Window to Your Live Radar

Baron Lynx is the display connection to your Baron Gen3 radar, and the critical weather intelligence it produces. More than that, it can be used to tell captivating weather stories with powerful graphics capabilities, comprehensive data, and a refreshingly easy-to-use interface.

We know a strong weather brand is built on engaging storytelling, accurate forecasts, and proven performance during severe weather. With Lynx, you can track storms from live radar and NEXRAD and provide local communities with a time of arrival. Display value-added data for more in-depth analysis. Look at forecast models, including the high-resolution Baron Model, and provide a complete, well-rounded presentation, all from a single system. Your Baron radar combined with the dynamic features of Lynx allows you to showcase unparalleled, market-winning coverage during widespread weather events.

Lynx also makes it easy to connect to audiences via social media, with the simple exporting of weather content to Facebook and Twitter. So not only is Lynx user-friendly, but it also delivers your weather brand to more screens, quickly and easily.

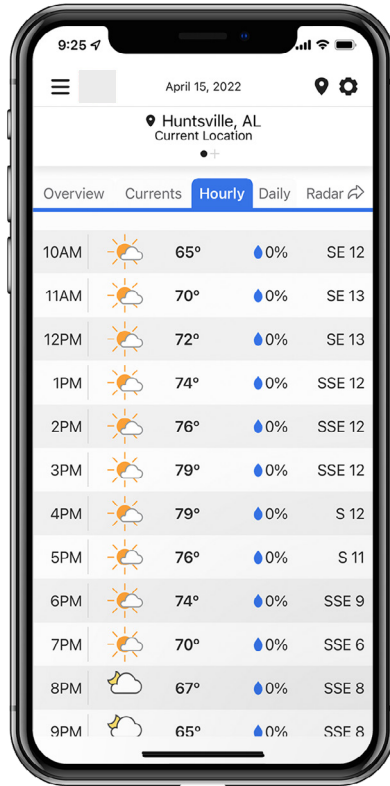
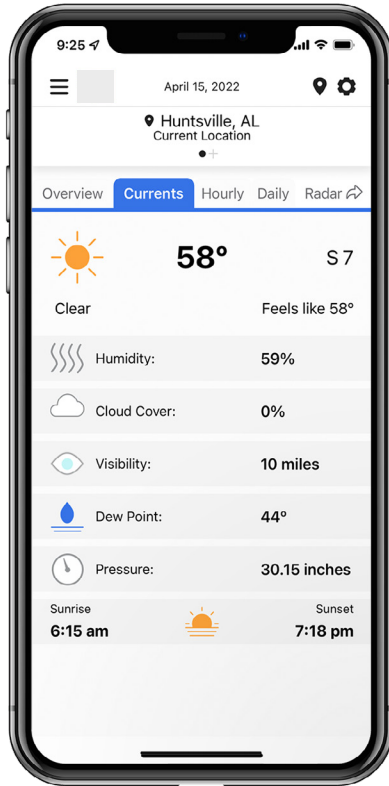
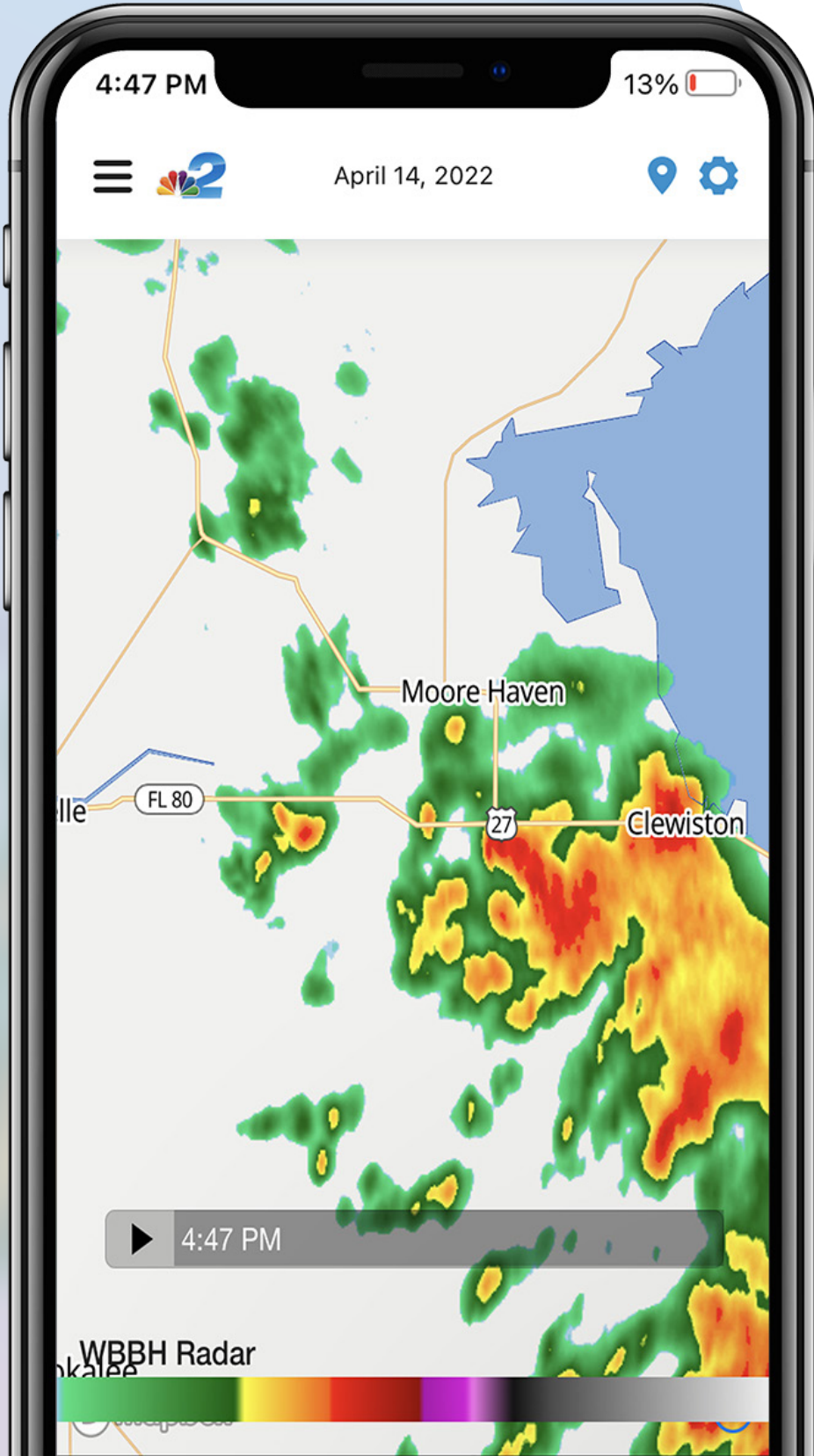


Let's Get Digital

The Baron Weather App

You need to connect with your audience on all platforms. The white-label Baron weather app is the extension of your weather brand into your audience's daily lives away from the TV. Exclusive high-resolution imagery from your Baron Gen3 will be a valuable addition to your app content to go along with the current conditions, daily forecasts, blogs, social feeds, and more.

If it's good content, deliver it. The app makes it easy. We also offer a full-fledged weather widget that showcases sponsor-rich content and radar imagery on your website.





Critical Weather Intelligence Around the Clock

No matter your market size or typical weather, Baron provides accurate, reliable broadcast tools that empower your weather team and keep your audience safe and informed. Backed by our 24/7 operations center and staff of degreed meteorologists, you can trust that we've got your back during any weather event.

Accurate. Powerful. Reliable. Every Day and Every Season, Critical Weather Intelligence is at Your Command.

Creating and maintaining a strong weather brand is challenging. Choosing a partner who will provide innovative products, constant support, and easy-to-use solutions are key. At Baron, we know weather is a driver for your success. With a rich history of innovation, we can help you prepare for the challenges weather brings to your operation by delivering cutting-edge products that allow you to produce the most actionable, accurate, dynamically displayed weather data and creative content.



Talk to an Expert Today



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