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New Features in StormWarn Make it the Most Flexible, Timely and Accurate Alert Available

April 16, 2007, Las Vegas, NV – StormWarn, the industry leading instant alert system, has made two major additions to help stations reach more viewers in their market. The new features include High Definition capabilities with an internal and external keyer, and bilingual support for English and Spanish speaking viewers.

StormWarn HD delivers all the functionality of the SD system, adding 16:9 display and native 1080i or 720p performance that does not require upconversion. Now, stations can continually broadcast a crisp, clear HD picture without having to switch to SD. In addition, StormWarn HD allows stations to internally and externally key. Internal key capabilities enable the meteorologists to control the graphics overlay at the StormWarn computer. With external keying, StormWarn sends the graphics needed for overlay to the master control operator.

Another new feature of StormWarn is bilingual support. StormWarn's bilingual capabilities ensure the Spanish speaking viewers are aware of all severe weather situations. Much like the rest of the features in StormWarn, it is easy to switch between the English and Spanish crawl.

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StormWarn is complete with user-friendly features that get critical messages to viewers when they need it most. For instance, the National Weather Service watches, warnings, and advisories can be configured to go on air automatically. Customizable features allow meteorologists to list community names and display county maps, live radar or NEXRAD displays. In addition, squeezebacks with customizable border graphics offer an eye-catching way to unobtrusively show alert graphics at the same time as regular programming.

“StormWarn truly is the best alert system available for broadcasters,” said Bob Baron, President and CEO of Baron Services. “Our advanced technology ensures timeliness and accuracy that is unmatched. From High Definition to bilingual capabilities, we continue to provide an innovative product that is revolutionizing the weather industry.”

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About Baron Services

Baron Services is the Only Complete Weather Company, providing full-service weather technologies for a variety of industries. The company's broadcast division specializes in viewer-friendly weather displays for the High-Definition Era, including daily forecast graphics, storm tracking, localized forecast data, live Doppler radar and community-oriented systems like remote sensors. Baron's consumer-driven weather systems deliver relevant information in simplified displays while requiring minimal interpretation on the part of the viewer.

Baron Services operates out of Huntsville, Alabama with auxiliary offices in Oklahoma, North Carolina and Florida. Its multiple divisions focus on broadcast television, public safety, government and industry, as well as satellite-delivered weather data for mobile environments. The company's numerous patents make it a continued leader in the communication of significant weather events.