

## **Baron Services Introduces QuikLink**

*New data service offers global, low-bandwidth weather and sea-state data*

**October 29, 2009, HUNTSVILLE, Ala.** — Baron Services, a leading weather technology company and innovator in datalink weather for the maritime industry, today introduced Baron QuikLink™, a new subscription-based global weather data service providing direct access to exclusive products like global lightning and rainfall rate. Supplying graphical weather information and sea-state conditions over a broadband connection, QuikLink is a cost-effective solution for global weather and available in early 2010.

Baron Services has successfully implemented numerous mobile weather solutions. “A little known fact is that Baron Services is the parent company of WxWorx and the conduit through which WxWorx’ data flows,” said Bob Baron, president and CEO of Baron Services. “And now with QuikLink, subscribers can access global weather information from a trusted industry leader without high bandwidth costs due to our proprietary compression techniques and the user’s ability to target their area of interest -- only downloading the weather information by selecting all or only the specific data products they need.”

Initially available throughout the northern hemisphere, QuikLink is composed of 14 sectors or areas of data coverage, which encompass the following:

- Caribbean Sea
- Atlantic, Indian and Pacific oceans
- Europe
- Mediterranean Sea
- Alaska and Hawaii
- Iceland and Greenland
- Gulf of Mexico
- North Sea
- Norwegian Sea

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Providing a comprehensive suite of accurate and reliable location-based weather information, QuikLink provides truly global lightning with no gaps in coverage and rainfall rate data, which is calculated based on advanced meteorological modeling techniques particularly valuable in areas where no radars exist. QuikLink data can be geo-referenced with a NMEA-compatible GPS device when connected to a PC so users can track their position simultaneously with the data. Particularly useful, the end user can select which data products within a particular region they would like to receive, further narrowing transmission time and reducing bandwidth costs.

Available for just \$99.99 per month, the Baron World Marine package includes the following data set:

- Worldwide Lightning
- Sea Surface Temperatures (Current)
- Wave Height (Current, 12, 24 and 36-Hour Forecast)
- Wave Period (Current, 12, 24 and 36-Hour Forecast)
- Wave Direction (Current, 12, 24 and 36-Hour Forecast)
- Rainfall Rate over the next 3 hours
- Worldwide Satellite Imagery
- Worldwide Surface Observations (reported at international airports)
- Worldwide Buoy Observations
- Worldwide City Forecasts
- Marine Zone Forecasts (Marine Zones, Coastal, and High Seas)
- Tropical Storm and Hurricane Information (Atlantic and Pacific Basin)
- Winds Aloft Direction and Speed
- Weather Maps for the Atlantic and Pacific basins (Current, 12, 24, 36 and 48-Hour Forecast)
- Surface Pressure (Current, 12, 24 and 36-Hour Forecast)
- Surface Wind Direction and Speed (Current, 12, 24 and 36-Hour Forecast)
- Surface Visibility (Current, 12, 24 and 36-Hour Forecast)
- Radar (U.S. coastline, including Alaska and Hawaii, plus Canada and Puerto Rico)
- Echo Tops (U.S. and Puerto Rico)

Available in early 2010:

- Sea Ice
- Chlorophyll
- Ocean Plankton
- Ocean Currents

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- Altimetry
- Bathymetry

Providing one-click access to QuikLink's comprehensive data suite is Baron WxWorx software, a powerful PC-based solution, which provides an easy and responsive point-and-click interface and GPS compatibility (NMEA-compatible device required). Compatible with most Windows PCs, Baron WxWorx software displays QuikLink's high-resolution data over a detailed map with the ability to pan and zoom down to any region to the span of a mile. The software can be purchased at [www.baronservices.com/quiklink](http://www.baronservices.com/quiklink) starting in early 2010 for \$550.00 MRSP.

In order to receive and display QuikLink data, users must have a subscription to the Baron World Marine data package, a broadband connection, Baron WxWorx software and a compatible Windows-based PC. QuikLink will be on display at tent 100/200 booth #178 during the Fort Lauderdale International Boat Show. For more information on Baron QuikLink, please visit [www.baronservices.com/quiklink](http://www.baronservices.com/quiklink).

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#### **About Baron Services**

**Baron Services** owns numerous weather technology patents. Through its partnership with L-3 Communications, the company is part of the team that was awarded a five-year contract from NOAA's National Weather Service (NWS) to provide design, development and production for a comprehensive system-wide upgrade of the 171 NWS, Federal Aviation Administration (FAA) and Department of Defense (DOD) NEXRAD radars. In addition, the company delivers advanced forecast modeling, mobile weather analysis, cutting-edge radar systems and localized weather displays. Responsible for launching patented and patent-pending Threat Matrix technology, Baron Mobile, founded in 2008, is the most recent company to be added under the Baron umbrella. The company's Threat Matrix technology provides pre-analyzed, location-specific weather advisories, warnings and forecasts for the XM NavWeather system, now available in Acura, Toyota, Lexus, Humminbird and Bushnell products. Operating primarily from Huntsville, Alabama, with offices in Oklahoma, North Carolina and Florida, Baron Services includes five specialized divisions that continue to advance the weather industry by providing systems engineered to save both lives and property.

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