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BARON POLARIMETRIC RADAR TECHNOLOGY CATCHES ON NATIONWIDE

*Seven Dual-Polarization Radar Installations Complete,
171 NWS NEXRAD Upgrades on the Way*

April 14, HUNTSVILLE, AL – Polarimetric radar from Baron Services is advancing the way NOAA’s National Weather Service (NWS) and broadcast stations see and disseminate weather data. From New York to South Dakota, stations are benefitting from the increased accuracy and precision of Baron’s dual-polarization radars. Since unveiling the first polarimetric radar in 2004, Baron Services has installed six additional dual-polarization radars in major markets like Houston, New York City and Chicago.

Last October, Baron Services and L-3 Communications won a 5-year, \$43 million contract from the NWS. Baron Services will provide design, development and production services for a system-wide upgrade of 171 NWS, Federal Aviation Administration (FAA) and Department of Defense (DOD) NEXRAD radars to dual-polarization capability. The contract, which was awarded based on the best technological solution and overall value, is likely to change the way broadcast meteorologists around the country receive and communicate weather data in the years to come.

WFLD-TV, Chicago’s Fox affiliate has invested in the most advanced weather detection

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technology including a Guardian megawatt radar from Baron Services. Shortly after the radar's installation, the station warned viewers of a small tornado before it was spotted or reported by the NWS.

“You can talk about how good weather reporting will increase ratings, and help the station build its brand. But when you get right down to it, this is a way to save lives,” said Andrew Finlayson, vice president and news director for WFLD.

Broadcast television stations that implement dual-polarization technology receive improved weather detail, achieve higher resolution imaging and increase the accuracy and precision in their forecasting. They can virtually eliminate guesswork from complex weather situations, reducing cut-ins and crawls, while tailoring their coverage to the most affected areas.

“I am thrilled that stations are seeing the benefits of dual-polarization,” said Bob Baron, president, Baron Services. “Whether stations need an entirely new radar, or an upgrade to their existing radar, I hope stations will consider adding the dual-polarization capability. The benefits are just phenomenal not only for informing viewers, but also increasing ratings.”

Unlike conventional radar systems, which transmit solely a horizontal scan, Baron's polarimetric radars send out both vertical and horizontal beams, enabling it to see twice as much data than other radar systems not employing this technique. Because Baron dual-polarization radars use hydrometeor classification to identify the location and type of precipitation that is falling, they provide more accurate information about the size, shape, orientation and state of hydrological data. This enables forecasting with them to be highly precise.

“To date, we have installed every broadcast dual-polarization radar in the world,” said Bob

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Baron. In 2004, Baron Services teamed up with the University of Alabama in Huntsville (UAH) and WHNT-TV, resulting in the first broadcast dual-polarization radar in the world. Since then, six other major-markets have turned to Baron Services for their state-of-the-art polarimetric radars. Baron's first dual-polarization radar was installed for KRIV in Houston. Other stations followed including WFLD-TV in Chicago, WNYW-TV and WWOR-TV in New York City, WRAL-TV in Raleigh, Bay News 9 in Tampa Bay and now KELO-TV in Sioux Falls.

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About Baron Services

Baron Services is a pioneer in sophisticated weather analysis and technology and a globally recognized industry leader in delivering technology for the communication of significant weather events. It offers a wide range of weather solutions and owns numerous weather technology patents. The company delivers cutting-edge radar systems, advanced forecast modeling, mobile weather analysis and localized weather displays. 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. The company has, to date, installed all broadcast dual-polarimetric radars in the world.