



## **BARON SERVICES INSTALLS FIRST OMNI HIGH-DEFINITION WEATHER DISPLAY SYSTEM**

*Omni Delivers True HD Terrain, City Models and Weather Data on a Global Level with Hyper-Localized Data*

**October 13, 2008, HUNTSVILLE, AL** – Baron Services, the leading provider of site-specific weather display systems and Doppler radar technology, today announced the installation of its new high-definition weather platform Omni, to the Tampa, Fla.-based WTVT-TV. Omni is one of the first weather systems to combine true 3D models, terrain and data-driven animations into a real-time HD environment.

Omni's blend of 3D terrain and superimposed mapping results in a relevant, accurate localized picture of the weather as it is actually occurring. Data-driven animations, 3D models and high-resolution mapping are only part of what makes Omni unique. The weather platform also contains patented high-definition data products, aerial mapping, nationwide and worldwide topography, ocean depth mapping, political boundaries, an earth halo effect and more in a completely renderless environment.

“Baron has a history of introducing market changing technology,” said Bob Baron, president and CEO of Baron Services. “Five or ten years ago, this type of technology wasn't possible, but with Omni, viewers will see and understand the complete weather story in an entirely new way.”

Mike McClain, News Director of WTVT-TV added, "Our station has a reputation as a pioneer in weather forecasting. The introduction of Omni is the latest chapter in continuing that legacy.”

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Baron Services created the first street-level storm tracking system in 1992. Since then, the company has continued to develop products engineered to save both lives and property. Other notable Baron products include VIPIR, FasTrac, StormWarn and dual-polarization radar.

To learn more about Baron Services, please visit [www.baronservices.com](http://www.baronservices.com).

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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 four 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.

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