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KELO-TV 7th STATION TO DEBUT BARON POLARIMETRIC RADAR
Dual-Polarization – The Next Generation of Doppler Radar

January 15, 2008 HUNTSVILLE, AL – KELO-TV, based in Sioux Falls, South Dakota, recently replaced one of their three Doppler radars with the first Guardian weather radar in the upper Midwest. Guardian, a megawatt dual-polarization broadcast radar from Baron Services, is the most powerful broadcast radar in existence, featuring 256 color levels, high resolution and hydrometeor classification. KELO-TV is the seventh television station in the country to implement Baron’s elite polarimetric technology. Headquartered in Huntsville, Ala., Baron Services has installed every dual-polarization radar for broadcast in the world to date.

KELO-TV is known for their dedication to bring viewers the latest in advanced weather technology. The station, which owns and operates three full-power Doppler radars, utilizes them as a network to bring advanced warning to their extended coverage area. “The dual-polarization of KELOLAND Live Doppler HD is just the latest update to what has been a strong dedication to radar technology,” said Jay Trobec, Ph.D, Chief Meteorologist at KELO-TV.

Unlike conventional Doppler radar systems, which transmit solely a horizontal beam, Baron’s Guardian radar emits horizontal and vertical energy, making detection of specific

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precipitation types much easier. This radar powerhouse enables KELO-TV meteorologists to identify at neighborhood-level where and what type of precipitation is falling, sweep by sweep, across their coverage area.

Increased Weather Detail Brings KELO Viewers Advanced, Precise Warnings

Since implementing dual-polarization technology, KELO-TV meteorologists have received improved weather detail, achieved higher resolution imaging and increased the accuracy and precision of their forecasting. The advanced technology will allow KELO to virtually eliminate guesswork from complex weather situations, and reduce cut-ins and crawls, while tailoring their coverage to the most affected areas. The new polarimetric radar provides superior coverage to KELOLAND viewers during tornadoes, thunderstorms and even winter weather events.

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-market stations 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 in New York City, WRAL-TV in Raleigh, Bay News 9 in Tampa Bay and now KELO-TV in Sioux Falls.

In October, Baron Services and L-3 Communications were part of a team that won a 5-year, \$43 million contract from the National Weather Service. The company will provide design, development and production services for a comprehensive upgrade of NEXRAD radars to dual-polarization capability.

KELO-TV is a CBS affiliate and serves the largest viewing area of any station in the United States. For more information on KELOLAND Doppler HD please visit:

<http://www.keloland.com/weather/dopplerhd/>.

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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.