



PRESS RELEASE

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## KRIV Is First Television Station in the Country to Implement Baron's Guardian, A Megawatt Dual Polarization Radar

February 27, 2007, Huntsville, Ala. – The latest generation of radar technology has arrived, and Baron Services in Huntsville, Alabama is leading the way. Guardian, a Dual Polarization radar with a Hydrometeor Identification product, has one million watts of power and the ability to penetrate the strongest of storms with increased precision and accuracy. KRIV-TV in Houston, TX is the first television station in the country to implement this prediction technology.

A Dual Polarization radar differs from standard radars by using two different pulses, vertical and horizontal. The radar sends beams with pulses, one in waves that move up and down and another wave that moves side to side, making detection of precipitation much easier and more precise. With the Hydrometeor Identification Product, the Dual Polarization radar can tell meteorologists how much and what type of precipitation is falling with far greater precision than previously available.

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In 2004, Baron Services teamed up with WHNT in Huntsville Alabama to convert a WSR-74C radar system into a 350C Dual Polarization radar. This radar became the first broadcast Dual Polarization radar in the country. Baron Services took this technology one step further when creating Guardian by making it a one million watt C-Band system.

“Weather is an important part of why people watch the news, so it’s essential that we provide viewers the most accurate and up to date forecasts,” said D’Artagnan Bebel, Vice President and General Manager of KRIV-TV. “Having cutting edge technology such as Baron’s Guardian radar helps us deliver on this commitment to our audience.”

KRIV has also upgraded their weather display software to Baron’s VIPIR HD and FasTrac HD, to ensure delivery of crisp on-air visuals. VIPIR’s forecast graphics possess a real viewer-pleasing appeal, and by combining its High Definition display with the Dual Polarization radar, KRIV can see detail no one else can.

Baron Services is the leader in Doppler radar technology. By being the first to create a Guardian radar, Baron has set the standard. Boeing chose Baron Services to partner with for the SBX, a sea based X-Band Radar, developed for the US military. Internationally, Paraguay selected Baron Services when they wanted to improve hydrological forecasts, and Taiwan made Baron their choice when it needed a new radar for its busiest airport.

KRIV-TV is owned-and-operated by The Fox Television Stations group, one of the nation’s largest owned-and-operated network broadcast groups, comprising 35 stations in 26 markets and covering nearly 45% of U.S. television homes.

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This includes six duopolies in the top 10 markets: New York, Los Angeles, Chicago, Dallas, Washington D.C. and Houston; as well as duopolies in Minneapolis, Phoenix and Orlando.

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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.