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BARON REDEFINES HD WEATHER WITH OMNI

April 14, 2008, HUNTSVILLE, Ala. – Baron Services today introduced Omni™, its breakthrough weather platform for the future, combining true-outlook weather analysis, worldwide 3D terrain and high-resolution data in an intuitive solution that literally spans the globe. Omni ushers in a new era for broadcasters, offering completely renderless graphics, patented high-definition data, live mapping and 3D terrain — around the block, or around the world.

“Omni is unlike any other HD weather platform out there,” said Bob Baron, president, Baron Services. “With global to local zooms, 3D animations and HD weather flights, Omni redefines broadcast meteorology.”

Exclusive High Definition Weather Data

Baron’s heritage is meteorological innovation. Building on that tradition, Omni seamlessly incorporates exclusive and patented high-definition data products to provide viewers with crisp, eye-popping visuals, but more importantly a relevant, accurate picture of the weather.

Called the HD Elite package, Omni’s high-definition data products include:

- Precipitation
- Winds
- Winds measured relative to a moving storm
- Wind Shear (patented)
- Hail
- Hail Cores
- Precipitation Rate
- Rain/Snow Accumulations (1, 3, 12 & 24-hour)

-more-

In addition, stations can layer multiple data products and integrate live Baron radar with a true 3D tower and sweep line. Omni assimilates more HD data from more sources than any other weather system on the market today.

True-To-Life Mapping & 3D Terrain

See the earth's curves with Omni's blend of 3D terrain and superimposed mapping. The system's live, renderless mapping imagery results in a true-to-life picture of the weather as it is actually occurring, anywhere around the world. Omni, the next-generation weather platform, provides:

- Aerial mapping
- Nationwide & Worldwide topography
- Political boundaries
- Ocean depth mapping

3D Graphics & Animation

Viewers will get hooked on Omni's powerful graphic capabilities. Not only does Omni incorporate 3D cityscapes, data-driven animations, and earth halo conditions, but it also features accurate sun and moon positioning, as well as the ability to integrate KML models in HD.

The Tradition Continues

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: FasTrac, StormWarn, VIPIR, FasTrac Millennium and dual-polarization radar.

To learn more about Baron Services, please visit 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 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-polarization radars in the world.