



The Only Complete Weather Company

**NEWS RELEASE**

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**WFTV Becomes the Only Station in Orlando with Live High Definition Weather**

June 30, 2006, Huntsville, AL – Just as the 2006 hurricane season is getting started, WFTV is adding the latest technology to their weather center. A Baron VHDD-350C radar was installed along with High Definition VIPIR and FasTrac. With this addition, WFTV leads the way into the HD era by becoming the first station in Florida with a High Definition weather center, the first station with FasTrac HD, and the second station in the country to have VIPIR HD. They have turned to Baron Services, the leaders in Doppler technology, to provide viewers with the most sophisticated radar and storm tracking tools.

**LEADING THE WAY**

The Baron 350C radar, branded Doppler 9000 by WFTV, is an immense upgrade from their previous radar. With an additional 100 thousand watts of power, meteorologists will be able to see farther with higher resolution. The new radar has allowed the weather team to watch thunderstorms on the South Carolina coast, 371 miles away from their radar site in central Florida. “We were also able to track possible tornadoes from Tropical Storm Alberto with the highest definition velocity data I've ever seen - giving us an unparalleled look inside the storms,” Chief Meteorologist Tom Terry said. “Plus, being the only all digital radar in the Orlando market will allow us at WFTV to continue our market leadership in weather. Whenever any kind of weather affects our local market, we'll be the only place for live HD weather.”

The radar sits on a new pedestal that is nine times faster, and provides returns every 10 seconds allowing viewers to get live information when seconds count. “We are excited to have this new technology that will better serve our viewers during severe weather events,” Vice President and General Manager Shawn Bartelt said.

### **THE BEST HIGH DEFINITION AVAILABLE**

The HD versions of Baron’s well known products, VIPIR and FasTrac, set the standard in High Definition weather displays. WFTV is choosing to run the HD VIPIR software in native 1080i resolution but stations do have the option to use a lower HD resolution: 720p. With a higher resolution, WFTV meteorologists can take advantage of the digital signal within their weathercast, and display stunning graphics and content that will take the viewers to the center of the storm. Because of VIPIR’s increased graphics abilities, high definition weather content can be shown every day, regardless of the weather conditions.

### **A VIEW NEVER SEEN BEFORE**

Pairing up VIPIR HD with the Very High Digital Doppler radar provides viewers and meteorologists with the clearest, most detailed picture of the weather ever seen. Data from the radar is seamlessly integrated into both FasTrac and VIPIR, and as always, there is no rendering required.

Although WFTV is already shooting and recording in High Definition, they are not sending it out in HD. Viewers will get their first glimpse of the new HD Weather Center and Doppler 9000 on the 4<sup>th</sup> of July.

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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-Def 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.