



The Only Complete Weather Company

**NEWS RELEASE**

**Contact: Danielle Keeton**

**(256) 881-8811**

**[danielle.keeton@baronservices.com](mailto:danielle.keeton@baronservices.com)**

**WRAL, THE HIGH DEFINITIONAL DIGITAL TV LEADER,  
UNVEILS NEW HIGH DEFINITION VIPIR SYSTEM**

April 24 2006, Huntsville, AL - Baron Services is leading the movement into the next generation of display technology with the unveiling of HD versions of VIPIR, FasTrac, and StormWarn, making Baron a Complete High Definition Solution. In conjunction with this announcement, WRAL is the first station to have a High Definition Weather Center. WRAL-TV in Raleigh, NC, leaders in the broadcast digital transition, was the first station in the county to implement the VIPIR HD Solution.

Baron Services' new VIPIR HD has higher resolution, with a 16:9 mode that will allow WRAL to take full advantage of the digital signal within their weathercast. The highest resolution possible, 1080i, brings stunning graphics and content that will take the viewers to the center of the storm. With a wider screen, WRAL's viewers and meteorologists see a bigger, better picture of the weather. These High Definition products are not just for severe weather—VIPIR's daily weather abilities mean it can be used every day, regardless of the weather conditions.

After installing the product, Chief Engineer Peter Sockett was impressed with the change. "Simply put, it works. It's more flexible. It's beautiful! After we hooked it up and looked at it in the control room, we were amazed, it is stunning," Sockett said.

VIPIR HD is user-friendly. With a dual-head solution, one screen can be used for the Graphic User Interface (GUI), while the other is used to display weather information. There is also a simple way for the meteorologists to customize the VIPIR GUI, allowing each member of the weather team to have their own personalized workspace.

VIPIR HD made its on-air debut in early April in the Raleigh North Carolina Market. The new product will be on display at the 2006 National Association of Broadcasters Convention in Las Vegas Nevada. WRAL Chief Engineer Peter Sockett will speak about VIPIR HD in the Baron Services Booth, C7404, at 10:00 am on April 26<sup>th</sup>, 2006.

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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.