



Contact: Jenna Shepard  
256-881-8811  
[Jenna.Shepard@baronservices.com](mailto:Jenna.Shepard@baronservices.com)

## **BARON SERVICES DEPLOYS PERSONALIZED THREAT MATRIX™ TECHNOLOGY FOR XM NAVWEATHER SYSTEM**

**January 23, 2008, HUNTSVILLE, Ala.** -- Baron Services announced today that the Threat Matrix™ technology offered by affiliate Baron Mobile will provide pre-analyzed, location-specific weather advisories, warnings and forecasts for the XM NavWeather system. The Threat Matrix technology is both patented and patent pending.

Unveiled and on display this week at the 2008 North American International Auto Show in Detroit, XM NavWeather enables users to view live, personalized weather advisories, as well as forecasts and current conditions as a graphical GPS map overlay. The service will soon be available as a factory-equipped feature for the vehicle, and is currently available for use in the Bushnell ONIX 400 portable handheld outdoor navigation device.

The Threat Matrix technology constantly monitors weather conditions across the continental United States, and detects where atmospheric and road weather conditions may affect safe driving, such as hail, tornadoes and icing. The XM NavWeather system incorporates the high-resolution Threat Matrix data and maps it to a specific location and route, providing personalized advisories on conditions the driver can expect to encounter. Current conditions and forecasts for the whole country are also included as part of the service.

In the vehicle, drivers will have the option to view current and developing road weather conditions in addition to multi-day forecasts for cities across the country. They can also view weather maps to monitor conditions anywhere in the United States.

-More-

“Drivers don’t have time to scrutinize every bit of weather data, so we’ve done all the analysis before it reaches their vehicles,” said Robert O. Baron, President and CEO of Baron Services. “This streamlined, driver-centric philosophy helps drivers stay informed about perilous road and weather conditions, while being able to focus on safely reaching their destinations.”

“XM is pleased to integrate Threat Matrix into XM NavWeather, the first service that alerts consumers to real-time weather threats on the road ahead, a major breakthrough in providing consumers with comprehensive, personalized weather information,” said Steve Cook, executive vice president, Automotive, XM Satellite Radio.

XM and Baron Services are partners in the award-winning XM WX Satellite Weather service that provides real-time weather information direct to aircraft cockpits, marine navionics instruments and ground-based emergency responders. XM NavWeather builds upon this success, providing a clear consumer-friendly interpretation of weather data.

XM NavWeather is the first application of Baron Threat Matrix patented technology. XM expects to announce an automobile partner in the near future.

# # #

### **About Baron Services**

Baron Services is a pioneer in sophisticated weather analysis, and a globally recognized industry leader in delivering technology for the communication of significant weather events. Its patented and patent-pending Threat Matrix technology is one of many weather solutions offered by the company, which holds numerous technology patents for weather systems engineered to save lives and property. Operating primarily from Huntsville, Alabama, with offices in Oklahoma, North Carolina and Florida, Baron Services includes five specialized divisions, each responsible for innovations as diverse as cutting-edge radar systems, advanced forecast modeling, mobile weather analysis and localized weather displays, that continue to advance the science of meteorology worldwide. Befitting an organization adept at innovation, the company has installed all broadcast dual-polarimetric radars in the world to date.

Threat Matrix is a trademark of Baron Services, Inc.

## **About XM**

XM is America's number one satellite radio company with more than 8.5 million subscribers. Broadcasting live daily from studios in Washington, DC, New York City, Chicago, the Country Music Hall of Fame in Nashville, Toronto and Montreal, XM's 2008 lineup includes more than 170 digital channels of choice from coast to coast: commercial-free music, premier sports, news, talk radio, comedy, children's and entertainment programming; and the most advanced traffic and weather information.

XM, the leader in satellite-delivered entertainment and data services for the automobile market through partnerships with General Motors, Honda, Hyundai, Nissan, Porsche, Ferrari, Subaru, Suzuki and Toyota, is available in 140 different vehicle models for 2008. XM's industry-leading products are available at consumer electronics retailers nationwide. For more information about XM hardware, programming and partnerships, please visit <http://www.xmradio.com/>.