



## **WeatherNation TV Deploys Omni Systems from Baron Services for Improved Weather Illustrations and 3D Mapping**

**Denver, Colo., - Jan. 13, 2014** – [WeatherNation TV, Inc.](#) announced today the deployment of sophisticated weather visualization tools from [Baron Services, Inc.](#), a leading weather technology company. The full system will include Baron’s Omni® weather systems for real time weather forecasting software and 3D mapping. The Omni platform will join Baron’s VIPIR® systems, already in use by WeatherNation TV meteorologists, to illustrate breaking weather news for digital broadcast, cable and satellite TV viewers across the nation.

WeatherNation TV currently operates in cities across America, including Atlanta, Boston, Minneapolis, Seattle and Denver as well as nationally on DIRECTV and is expanding its reach rapidly. WeatherNation TV affords viewers reliable and current local, regional and national weather news all day, every day.

WeatherNation TV’s team of seasoned meteorologists uses the latest technology from Baron Services and its Omni and VIPIR systems to forecast and illustrate current conditions with engaging and innovative real time 3D graphical mapping to help viewers understand the in-depth story behind their weather. A powerful severe weather tracking system also gives viewers a detailed visual assessment of storms and other extreme weather, from the satellite view down to street-level detail.

“We’re pleased to bring aboard additional services from a premier weather technology company like Baron Services,” said Michael Norton, President of WeatherNation. “With the addition of Omni Weather Systems, our WeatherNation meteorologists can provide viewers with a more accurate and realistic illustration of what the weather will be.”

“We are pleased that WeatherNation has selected Baron Services to provide their meteorologists with the most accurate and timely information they need to best relay the weather story to their viewers,” said Ardell Hill, president of Broadcast Operations for Baron Services. “Our advanced technology combined with Omni and VIPIR enable weathercasters to display sophisticated real time data that is both visually stunning and realistic, providing the WeatherNation viewer with critical information that is comprehensive and timely.”

WeatherNation TV offers continuous coverage of hyper-local, local, regional and national weather events with cutting-edge graphics and stunning detail.

**About WeatherNation TV, Inc.**

WeatherNation TV, Inc., headquartered in Denver, Colo., produces the WeatherNation TV network, which provides 24/7 coverage of current and severe weather news and information in a compelling, meteorologist-hosted format available in both HD and SD to local broadcasters and cable operators. WeatherNation is helping broadcasters realize revenues from digital channels, mobile applications, and over-the-top platforms. WeatherNation is E/I compliant for local broadcasters, is closed captioned and supports EAS. WeatherNation also integrates with a TV station's existing team of meteorologists as well as their traffic and billing systems for supporting ad insertion without the need for additional hardware. For more information, please contact [info@weathernationtv.com](mailto:info@weathernationtv.com) or (800) 343-9516. Visit [www.weathernationtv.com](http://www.weathernationtv.com).

**About Baron Services, Inc.**

A leading weather technology company, Baron Services specializes in providing state-of-the-science weather information to governments, businesses and broadcasters. With numerous patents in weather technology, Baron serves the industry as experts in weather integration, data analysis and processing, modeling, and radar manufacturing. A partnership with SiriusXM makes XMWX Satellite Weather available in general aviation aircraft and personal watercraft. Also delivered through SiriusXM is NavWeather, which provides weather and road conditions to personal vehicles using Baron's Threat Matrix technology. Through Baron's Velocity Weather API, Baron Services now offers web-delivered meteorological data streams for integration into a range of devices and services such as smart phone/tablet apps, websites, MFDs, chart plotters, and more. Baron Services is headquartered in Huntsville, Ala. Visit [www.baronservices.com](http://www.baronservices.com).

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