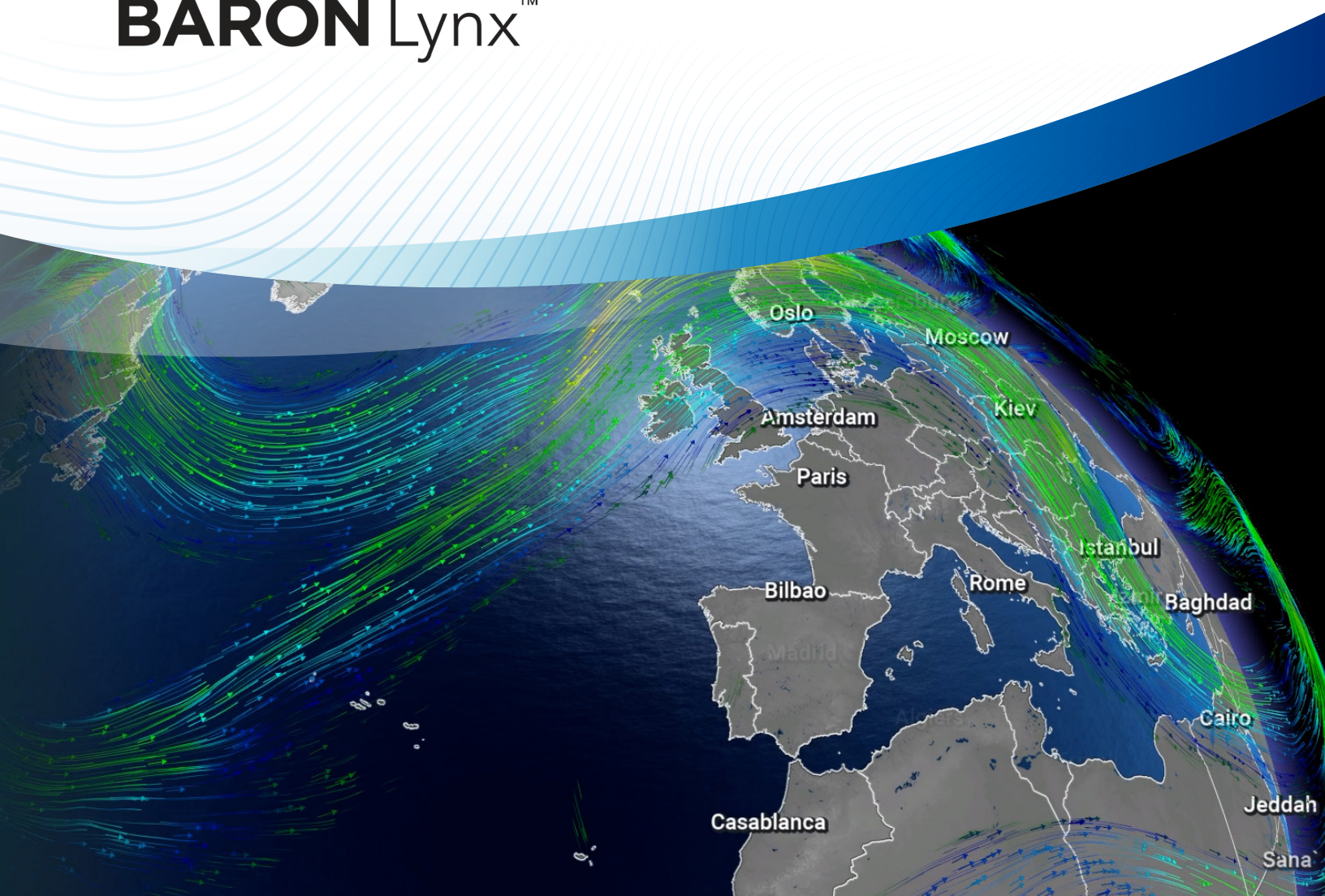


GLOBAL BROADCAST



# Powerful Weather Visualization

**BARON** Lynx<sup>™</sup>



# Quickly Create Compelling Weather Stories

Lynx is an intuitive weather platform that powers your weather coverage with intelligent workflows and high-level execution. It transforms complex weather data into clear, actionable insights in a single source, helping your team detect, communicate, and deliver real-time forecasts and warnings with confidence. As a content-generating engine, Lynx empowers your on-air storytelling, streaming workflow, and commitment to keeping viewers informed and safe.

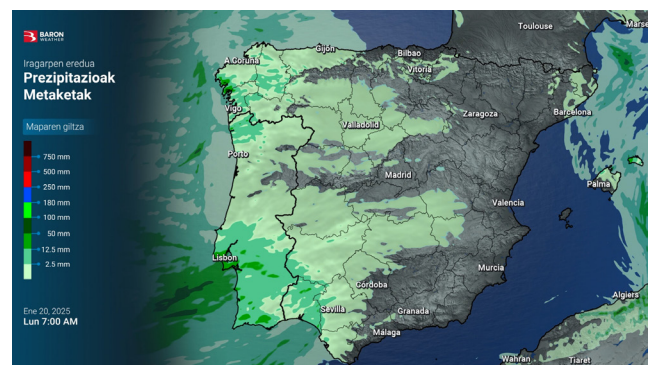
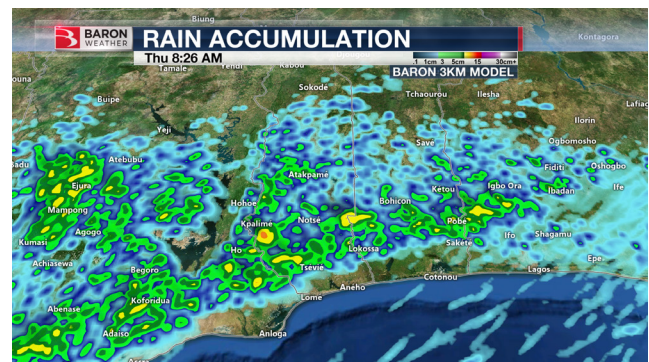


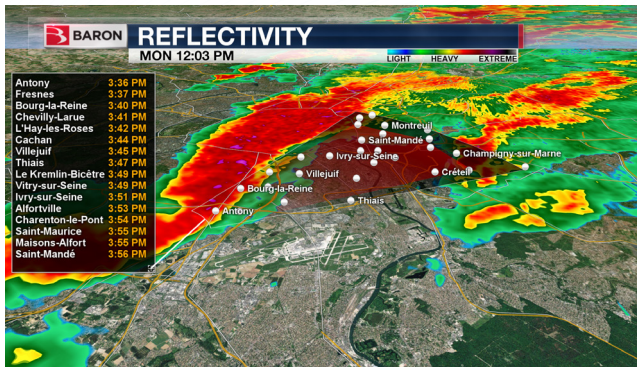
## Exclusive Data

Be ready for any weather event - winter snow, flash floods, or hail producing severe thunderstorms. Lynx combines real-time data with a wide range of global and regional weather models, helping you deliver accurate, timely information with exclusive, high-quality weather intelligence.

Lynx can also integrate with your existing data sources, local sensors, and more to generate hyper-local visuals. Camera integration supports both IP and live sources, while data integration includes Lynx User Data Feeds (LUDA) and CSV formats.

When paired with a Baron Radar, Lynx becomes an indispensable tool. Use it to identify severe threats, plot storm paths, estimate arrival times, and highlight impact zones for your viewers in real time. Integrating real-time data means you can respond faster, provide clearer context, and keep your audience better informed when conditions change.





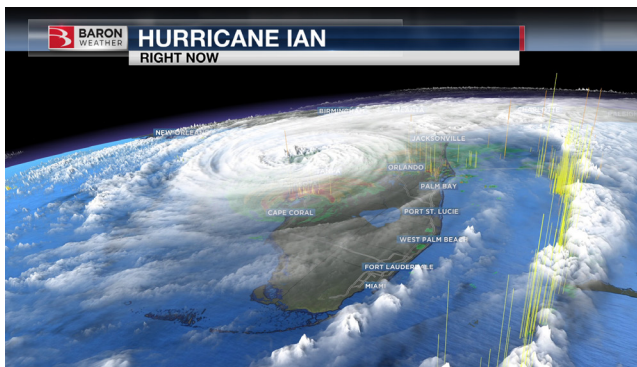
## Storm Tracking and Analysis

Baron's storm tracking tools give you precise, local insight into extreme weather. Monitor a storm's movement, speed, and direction, and display estimated arrival times for the areas it will affect.

Show rainfall amounts and where hail or extreme weather is happening with accuracy. Identify severe threats, plot storm paths, estimate arrival times, and highlight impact zones for your viewers in real time.

## Forecast Modeling and Editing

Lynx can also integrate with your existing data sources, local sensors, and more, enabling you to generate hyper-local visuals. Plus, a custom, 3km, high-resolution, Baron exclusive model with impact-based parameters can give your weather forecasters and presenters the precision they need.



## Real-time tools for Every Extreme Weather Event

Explain weather situations clearly and give your audience the information they need to act. Whether your region faces flooding, hail, high winds, or other extreme weather, Lynx offers model and real-time capabilities to support your coverage.

## Automation

Create content with smart automation to quickly upload images and videos to your website or social media, keeping your audience informed wherever they are.

Current data automatically populates, allowing forecasters to start analyzing and distributing data as soon as they launch the system without making any manual edits. Customizable and editable data integration lets you share information, such as river flooding or flight updates, in new and useful ways.



# Engaging Weather on Every Platform

Provide your audience with clear, engaging weather information across broadcast, streaming, and digital platforms. Lynx helps you deliver trusted coverage while giving you tools that simplify show creation and reduce preparation time.

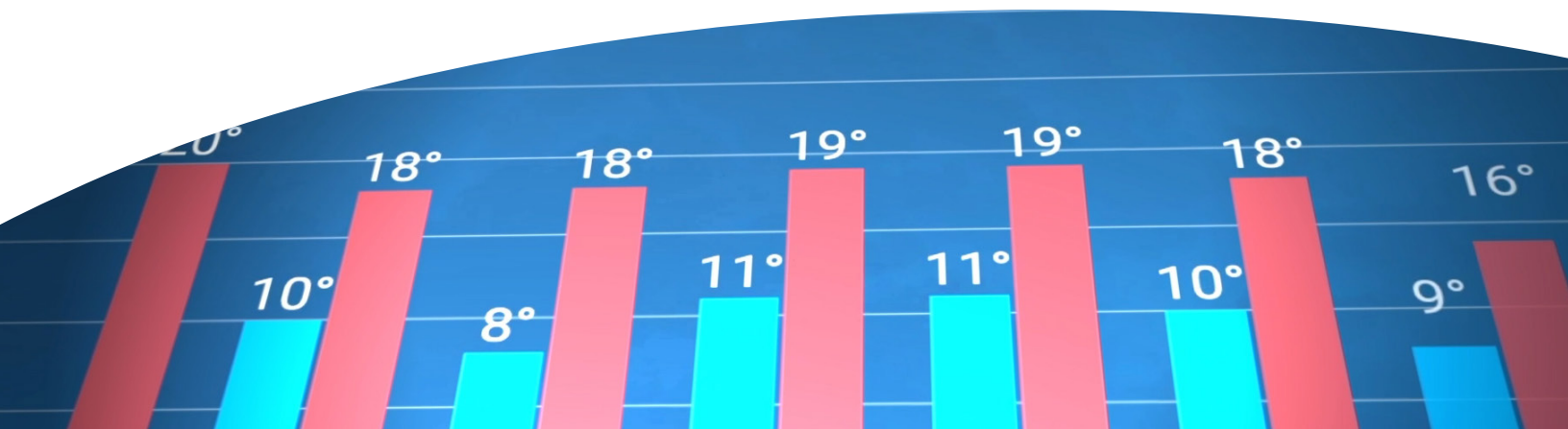
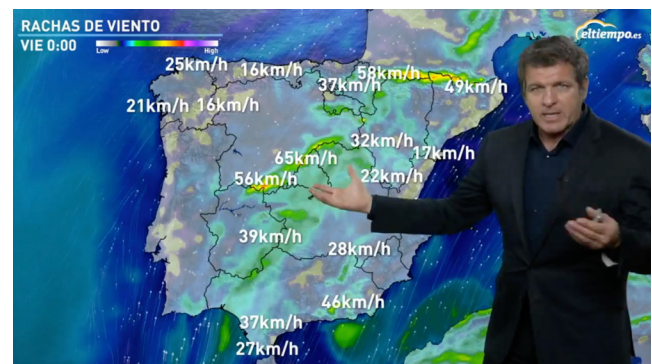


## Augmented Reality

Add augmented reality and 3D Studio to your workflow for a more engaging storytelling experience. With Lynx's 3D Studio, we provide your team with the ability to present complex weather stories - such as flooding, hail, high winds, and marine conditions - in dynamic, three-dimensional ways. Present your show in the studio or on location.

## Interactive Presentations

Use hand tracking and touch screen technology to stay connected with your audience while running your show. Interact with maps directly from the wall, such as panning, zooming, annotating, storm tracking, and switching products, without stepping away from the presentation.



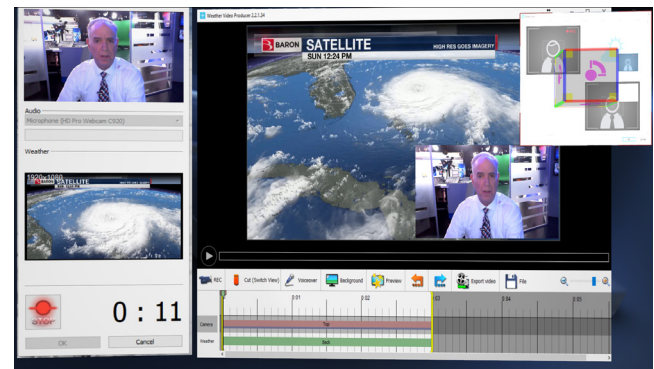


## Intelligent Workflow

Easily update and share forecasts across all platforms in Quick Editor. Edit key details such as temperature, feels-like temperature, wind speed, and gusts so changes can be applied easily across multiple hours, saving time and keeping your forecasts accurate.

## Weather Video Producer

Create customized digital forecasts to engage your audience across multiple platforms in the Weather Video Producer. Quickly produce videos or weather reports with or without an on-camera person.

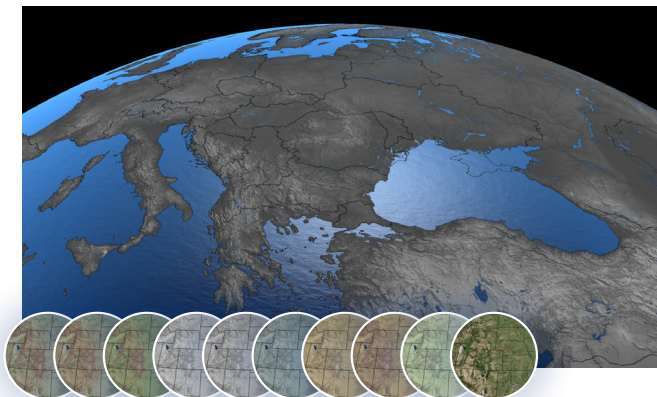


## Weather Share

More than half the world's population is now on social media, and with Baron Lynx, reaching them with weather information is easier than ever. Posts that include videos and graphics produced in Lynx can be quickly published to social media channels. Also, easily share images or videos from your viewers to keep your audience informed and engaged.

# Create **Your Own Look**

Customizable, visually stunning graphics let your team present detailed weather information in ways that captivate viewers. Use Lynx's extensive color palettes and visuals to present weather information in your style and language.



## Custom Map Styles, Maps That Match Your Look

Choose from more than 20 map styles and switch designs during your show to create a unique look for your forecasts. Integrate videos, animations, icons, and graphs or charts to maximize engagement because people process visuals faster and retain them longer.

## Flexible Interface in Your Language

Baron Lynx was designed to be user-friendly. The interface is customizable in any language, so the map views and data products that best fit into your workflow are easily accessible.

With familiar Windows 11 functionality and a dual-screen setup, one for control and one for graphics, it creates an efficient workflow.



## Graphic and Materials Library

Access an extensive library of graphics from Baron's Art Department whenever you need them. All graphic packages are editable and customizable, including translation, so you can edit them to fit your style and audience. Libraries can also be shared across station groups.



# Weatherproof Your World.

At Baron, we know that support is just as important as innovation. Our world-class service ensures that every day, every season, 24/7/365 – Baron's degreed meteorologists and staff bring a world of comprehensive weather intelligence, guidance, and assistance to ensure a smooth transition to Lynx and a partnership designed for success in any language and any climate. Help your audiences weatherproof their world.

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