

Get The **High Quality** Local Video Your Audience And Advertisers Love

LIVECAM

**Compelling, Sponsorable & Exclusive Live Video
In A Cost-Effective, Scalable Solution**

LIVECam offers high quality live and time-lapse video delivered via current standards-based technology (MPEG4/h.264 Baseline Profile) with amazing full 360 degree pan and 220 degree tilt with 18x optical zoom control. It's the kind of high quality video that sponsors will want to sign up to support.

Competitive products don't produce true HD video and offer extremely limited digital pan/tilt zoom at the cost of image fidelity. LIVECam output is also fully integrated into the broadcast plant with up to eight channels of genlocked video.

High Quality Video, Low Maintenance

Our cameras are among the most reliable in the industry and include a three-year warranty. Powered by Ethernet cable (POE), they require no additional equipment at remote locations. Competitors require that a camera and a PC be deployed together at each location.

No System Is More Scalable

An initial investment in LIVECam provides a simple and elegant solution that makes it easy to add cameras as new sponsorship opportunities arise.



WSI°
WEATHER CENTRAL

Using LIVECam To Win Viewers & Sponsors

The most successful stations using LIVECam place cameras within the core as well as the outer reaches of their markets. Their best practices suggest that you establish your presence throughout your viewing area, especially in fringe areas located between DMAs, showing live video when appropriate and time-lapse for events of interest. Make a point to rotate your coverage throughout your covered communities.

Successful stations also allow sponsors to tap into video feeds for their own websites, providing excellent cross-promotion of their brands and building sponsor loyalty. Sponsorship opportunities include hospitals, auto dealers, resorts, universities and more.



LIVECam Offers

Beautiful LIVE Video

Full HD at 30 frames per second from cameras stationed anywhere in your market.

Compelling Time-Lapse Video

Video from any camera and any time period within the past 72 hours. Gain loyal viewers who appreciate your ability to capture those important moments in their communities.

Automatic Playout

Foolproof time-lapse in Max or Fusion systems with no conversion or transfers. Say goodbye to those discrepancy reports!

Sensible Scalability

After your initial investment, LIVECam allows you to expand the number of cameras easily, without ever having to expand your routing and switching infrastructure.

Simplicity of Use

The intuitive user interface of LIVECam takes just minutes to learn and master.