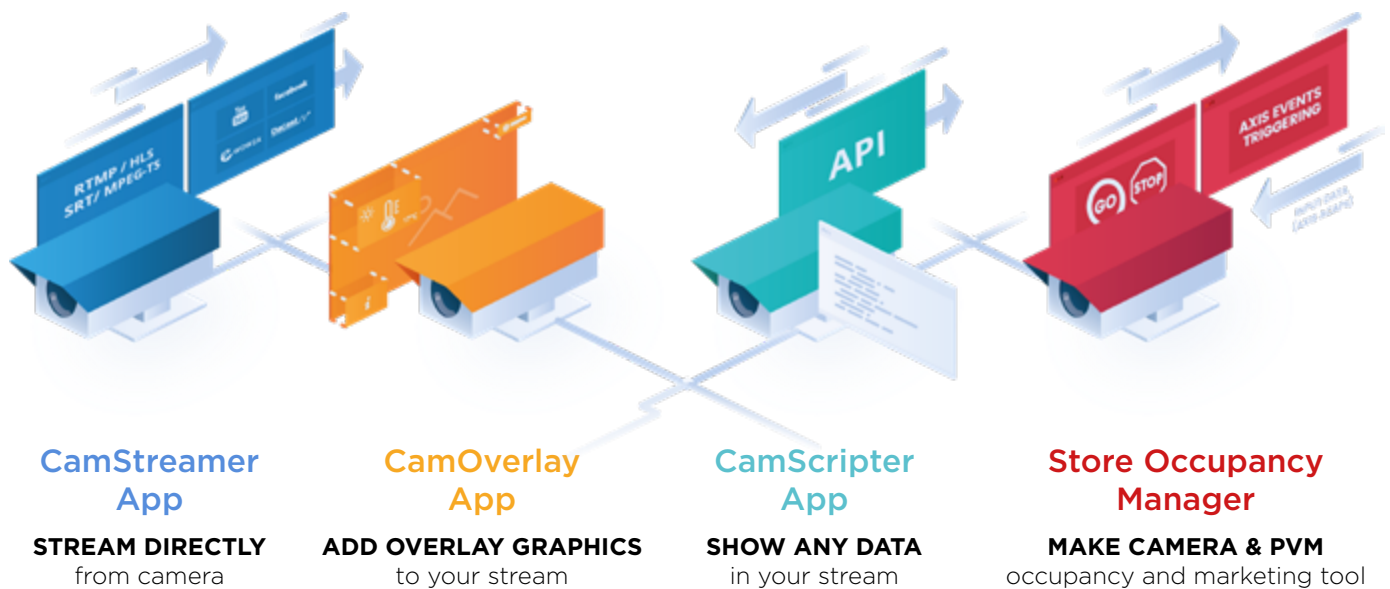


Portfolio of

LIVE STREAMING & RETAIL MARKETING APPLICATIONS



Discover our unique
embedded applications
for AXIS IP cameras





LIVE STREAMING APP

What is CamStreamer App

CamStreamer App is a smart application that runs onboard of an AXIS IP camera and streams live video right to YouTube, Facebook, Vimeo and any other RTMP, HLS, SRT MPEG-TS streaming platforms.

How CamStreamer App works

CamStreamer App leverages the power of an AXIS IP camera and sends live video right to your streaming platform. No need for an extra computer, public IP address or complex configurations.



FEATURES

Online streams to platforms such as YouTube, Facebook, Vimeo, DaCast, etc.

Conversion of video provided by the camera into a different format and distribution via a selected protocol.

Remote live stream control via API or I/O HW buttons.

SPECIFICATIONS

Converts video provided by the cameras into a protocol that platforms such as YouTube, Facebook, Vimeo, DaCast, etc. can work with.

Packs video to RTMP, SRT, MPEG-TS, HLS transport protocols. Works with H.264 and MPEG-2 codecs.

API commands to START/STOP streams from a browser, mobile or any hardware button connected with AXIS camera via a cable.

SOLUTION

For anyone who wants to stream online over the internet – tourist centers, zoos, for birdwatching, cities, sports and social events, churches, yoga etc.

Anyone who has specific needs for codec or transport protocol. For example TV stations, traffic police, camera aggregators, etc.

For anyone who wants control the streams via API or remotely without any special development.

DIFFICULTY

EASY
- Can be done by end-user

MEDIUM
- For advanced users, resellers or system integrators

MEDIUM
- For advanced users, resellers or system integrators

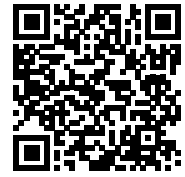
Key benefits

Embedded in camera; No PC needed; Easy configuration; Many protocols and platforms | Multiple streams | Excellent video quality | PTZ camera tours | Digital auto-tracking | Local live audio, network audio or MP3 local audio loop | Time schedules | Stream triggers | CamStreamer API | Controlled by hardware button (rocker switch) ... check all at www.camstreamer.com

One-time payment for life-time license with 1 year of support

\$299 or 269 €

**START YOUR FREE
30-DAY TRIAL**



OVERLAY GRAPHICS

What is CamOverlay App

CamOverlay App is a smart application that allows dynamic overlay graphics in the video right on an AXIS IP camera. Setup is easy. You can choose from many pre-made preset overlays.

How CamOverlay App works

CamOverlay App is a smart tiny application running inside an AXIS network camera. You can add weather info, sports results or your own dynamic overlay graphics and animated GIFs into a live video stream.



FEATURES

Embedding own graphics, ready-made widgets (weather, scoreboard, info ticker, PTZ compass, custom graphics, animated GIFs), text, conference a combine graphics, picture or a combination of these features directly into the video as the output from the camera. Instant display / hide / update graphics is available via Control Room or API commands / camera I/O inputs.

SPECIFICATIONS

The application directly in the camera embeds graphics, including transparency into the image signal. This signal then travels out of the camera with the pre-embedded graphics. It is also possible to use PTZ cameras and display various graphics for specific camera positions. The application also allows the user to embed real-time picture in picture (PIP) images from another camera up to 30 fps. CamOverlay App supports independent graphics view area.

SOLUTION

For anyone who wants to make their video stream more attractive by adding a logo, descriptive graphics, text captions, or active widgets. With the help of the CamStreamer App, users can broadcast these streams online.

For industry, security, and other segments where it is necessary to display certain information directly in the image that cannot be altered. In cooperation with the CamScripter App, it is possible to display data from 3rd party systems directly into the image, or data that will be created by a script based on a certain input.

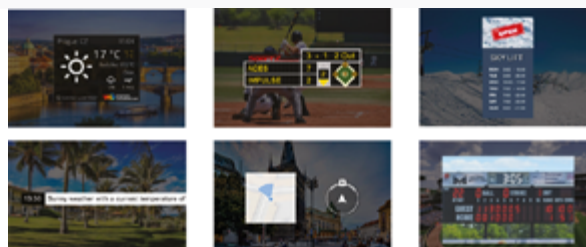
DIFFICULTY

EASY
- Adding a logo to the image
- Can be done by end-user

MEDIUM
- Embedding own graphics, widgets, or setting up a PTZ tour, can be handled by a more technically adept user or system integrator

Key features

Weather | Live Score | Info Graphics | Info Ticker | PTZ compass | Picture in Picture and Custom Graphic ... Visit www.camstreamer.com



One-time payment for life-time license with 1 year of support

\$299 or 269 €

START YOUR FREE 30-DAY TRIAL

DISPLAY THIRD-PARTY DATA IN VIDEO

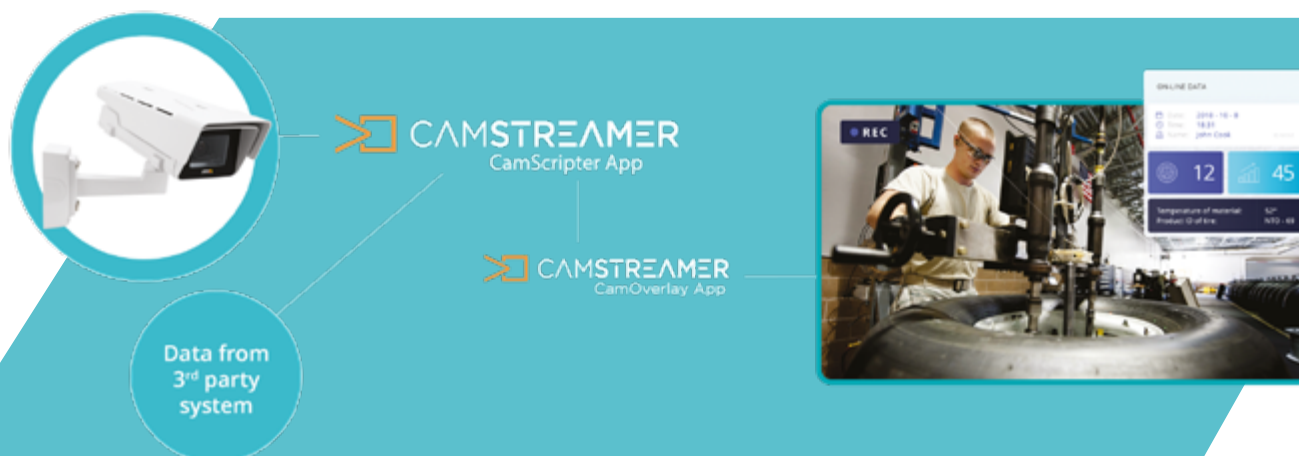


What is CamScripter App

The CamScripter App is a unique application that allows you to run micro-apps directly on an AXIS IP camera. You can choose from our example presets or create your own .js tailor-made micro-apps.

How CamScripter App works

CamScripter App is an application running inside an AXIS network camera. In combination with the CamOverlay App, it allows you to embed any data from any sources into your video stream.



FEATURES

A communication script bridge between the camera and other systems, making it possible e.g. to insert 3rd party data into the image or send data from the camera directly to a certain system.

SPECIFICATIONS

The app is a JavaScript interpreter that can be used to send various data into and out of the camera, process that data and automate different tasks.

SOLUTION

For industry, security, and other segments where it is necessary to display certain information directly in the image that cannot be altered. In cooperation with the CamOverlay App, it is possible to display data from 3rd party systems directly into the image, or data that will be created by script based on a certain input. It is for anyone who needs more than what the CamOverlay App's integrated services offer, i.e. anyone who wants to insert visualized data from their systems into the image and does not want to use a computer to create the graphics. Not only is the CamScripter App capable of creating graphics for CamOverlay App, it can also handle a number of automation tasks that the built-in event logic in AXIS cameras can not. As mentioned above, there is no need to use a computer for this automation.

For security or tourism industries where streams can be made more attractive by adding data from other systems (e.g. heat sensors, customer counter, etc.). In cooperation with the CamOverlay App, this data can be displayed in the image and, using the CamStreamApp, it can be streamed online via platforms such as YouTube, Facebook, etc.

DIFFICULTY

ADVANCED
- Can be handled by an IT technician, programmer, or system integrator

Successful integrations and our GitHub public examples

Information from AXIS A1001 Network Door Controller displayed in the picture of a camera, timekeeper for laboratory controlled via API, live scoreboard for squash arena, automatic start/stop of streaming to YouTube based on browser request, scale in video and others.

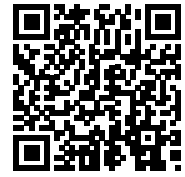
Key features

API data | XML data | RSS data | digital sensor values | social media integration | scripting, CMS/ERP integrations | scripting for CamStreamApp commands and virtually any application possible using .js. Visit www.camstreamer.com

One-time payment for life-time license with 1 year of support

\$299 or 269 €

**START YOUR FREE
30-DAY TRIAL**



APPLICATION FOR RETAIL

What is Store Occupancy Manager

Store Occupancy Manager (SOM) is an ACAP application that helps retailers in three areas: limiting the number of customers in the store; shoplifting prevention; and promotion with digital signage.

How Store Occupancy Manager works

SOM is an app run inside an AXIS IP camera. Based on the number of customers inside the store, which is monitored by people-counting cameras, it inserts a graphic overlay into a video to block or allow entrance.



FEATURES

The application aggregates data on the number of people in the store and displays it to incoming customers on a public view monitor (PVM). If the maximum capacity of the store is reached, the application informs others to wait and not enter the store. The app may display marketing messages.

SPECIFICATIONS

To run our Store Occupancy Manager ACAP app, you'll need an AXIS IP camera with ARTPEC-5/6/7. People counting software is required to display and manage occupancy via graphic overlays. Install and set up SOM on the supported AXIS camera and communicate with customers on a big-screen TV via HDMI.

SOLUTION

For retail and for anyone who wants to track, count, and limit the number of people inside stores and take advantage of digital signage. This app can be also used to manage occupancy in any indoor area such as libraries, cafeteria, churches or receptions and more.

DIFFICULTY

MEDIUM
- Can be handled by a more technically adept user or system integrator

What you can do with Store Occupancy Manager?



Limit store occupancy



Preventing shoplifting



Marketing promos



Trigger other actions

Key feature

Accurate occupancy data | Triggering other actions | Four overlay graphics at the same time | Public view monitor via HDMI | Axis Events compatibility... check all at www.camstreamer.com

One-time payment for life-time license with 1 year of support

\$499 or **459 €**

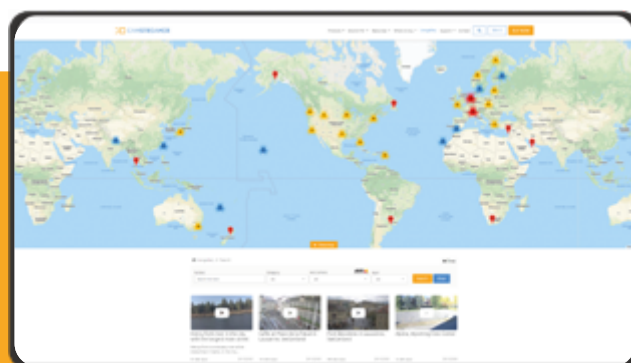
START YOUR FREE 30-DAY TRIAL

Wide range of USAGE OF OUR APPS



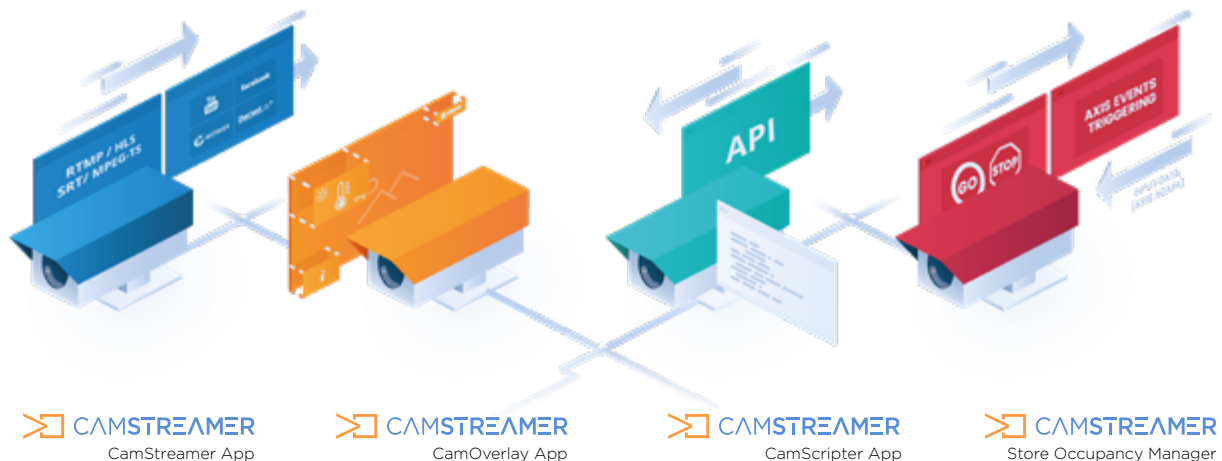
See AXIS camera in action in our LIVE GALLERY

- Unique tool for supporting your business – www.camstreamer.com/live
- Show your clients high quality shots from real AXIS cameras
- Hundreds of beautiful streams powered by CamStreamer exclusively on AXIS cameras
- Tourist, construction or wildlife cameras from all around the world
- Filter streams powered by specific AXIS camera models and/or by CamStreamer application
- Show clients how the model works in different lighting conditions (day and night)
- Use links to real cameras in your business offers (example: <https://www.camstreamer.com/live/search?camera=Q6055-E>)



What are CAMSTREAMER APPS?

Our apps run inside top-of-the-line indoor and outdoor IP cameras from Axis Communications AB (www.axis.com), which means no computer or complicated setup is needed to accomplish quite a number of live broadcast or security tasks. Our embedded apps generate RTMP/HLS/SRT/MPEG-TS video stream, add dynamic overlay graphics into the video and automate your live streaming with the use of schedules, triggers and API commands. Another area of usage is security segment where our apps can be integrated with many other systems. Our apps power more than 13,000 cameras worldwide and many of these live cameras can be seen at www.camstreamer.com/live.



PORTFOLIO OF APPLICATIONS:

CamStreamer App

Online streams to platforms such as YouTube, Facebook, Vimeo, DaCast, Wowza, etc. Conversion of video provided by an AXIS IP camera into a different format and distribution via a selected protocol to a streaming platform.

CamOverly App

Embedding own graphics and ready-made widgets (weather, scoreboard, PTZ compass, picture in picture, info ticker, custom graphic, animated GIFs) into the video before the stream leaves the camera. This is more convenient and cheaper in many cases compared to server based solutions.

CamScripter App

JavaScript code interpreter runs on the camera and makes it possible e.g. to render your own overlay graphics based on external data or automate your streaming or security tasks. It's as easy as it can be.

Store Occupancy Manager

Helps retailers in three areas: limiting the number of customers in the store; shoplifting prevention; and promotion with smart digital signage. SOM is an app run inside an AXIS IP camera. Based on the number of customers inside the store, which is monitored by people-counting cameras, it inserts overlay graphics into a video output with a STOP & GO sign to block or allow entrance and thus limit store occupancy.

Who is CAMSTREAMER?

- Czech company based in Prague
- AXIS ADP partner for more than a decade
- Developer of embedded streaming apps
- Company with partners and customers worldwide
- Our focus – the media broadcast segment, automated streaming, 24/7 streaming, security segment



How world see OUR APPS?

Our streaming applications are currently used in many areas all around the world. Thanks to our service you can watch live streams for example from church of St. Cyril and Methodius in Prague, animals in Melbourne Zoo Victoria or various sports events like Dutch Junior Open at Amsterdam stadion.



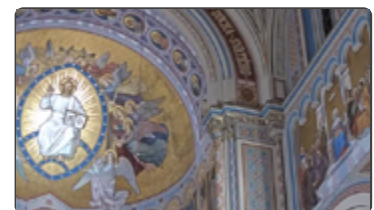
„Live streams worked great with overseas audiences and received global attention. But, the majority of animals were asleep at night. We wanted to add something that people could enjoy even at night. With the help of the CamOverlay App we added QR codes to various live broadcasts overnight that would reroute people to the pre-recorded videos.“

Gigi Silk
Digital Communications Manager
Zoo Victoria, Melbourne



„The combination of CamStreamer software and an Axis camera seemed to be the only stable solution in the market. This combination allows live streams directly from the camera. Moreover, the CamStreamer App ran flawlessly, and the first live broadcast was set up within one hour after the camera was in place. The CamStreamer App definitely outperformed our expectations.“

Sander van der Brakel
Frans Otten Stadion, Amsterdam



„Without people in the church, for example during pandemic, we don't have any money from collections, which is why the question of cost was an important. NetRex (CamStreamer installation partner) responded to all our conditions very quickly and professionally and provided us with a solution we could afford. We've had very positive reactions to the live streams.“

Father Miroslav Cúth
St. Cyril and Methodius Church, Prague

How can you CONTACT US?

DO NOT HESITATE TO CONTACT US,
IN CASE OF ANY QUESTIONS!

sales@camstreamer.com support@camstreamer.com

