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## **New CamScripter App enables you to add any data from various resources directly to your live stream**

**CamStreamer, certified Axis Development Partner, launches a new product for embedding real-time data directly to your live streams. New application is called CamScripter App and is based on micro apps running directly on Axis IP cameras.**

*„Displaying any data from various resources is a smart and high-demanded feature. Thanks to CamScripter App, our customers can enter segments that previously required special camera features or integration with a specific system and its API,”* describes Filip Hanek, product manager at CamStreamer.

The application runs on JavaScript-based micro apps. *„You can choose from preset micro apps or make your own app in simple JavaScript-based programming language to embed any kind of information extracted from your data,”* describes Hanek. CamStreamer also offers tailor-made micro apps developed to meet any specific needs. Users will be thus able to utilize all kind of data resources, such as temperature sensors, counter machines, access systems or even social media.

*“Utilizing diverse data, social media especially, considerably helps boost live stream’s attractiveness. Inserting real-time content, such as tweets, increases engagement and adds extra value to customer’s live videos,”* explains David Capoušek, CamStreamer’s CEO, and he continues: *“Live streaming as a trend is on the rise. However, it may seem difficult to excel in the discipline without expensive hardware. We bring cost-effective, streamlined solution for everyone.”*

Price of the CamScripter App is \$199 for a full license. To run the application, users need to own Axis IP camera with ARTPEC-6 or higher and the CamOverlay App from the same developer for embedding graphics in video. For further information visit: [www.camstreamer.com/camscripiter-about](http://www.camstreamer.com/camscripiter-about).

### **For more information about CamStreamer and their products, please contact:**

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### **About CamStreamer**

*CamStreamer is the Czech developer of the eponymous application for AXIS IP cameras that allows for cost-effective (often free) and user-friendly streaming of video content directly to the Internet. The CamStreamer application is used by thousands of individuals, organisations, and television companies around the world for video streams from recreational areas, weather monitoring activities, cultural broadcasts, educational programmes, sporting events, and others. CamStreamer also develops the CamOverlay App application, which makes it possible to add dynamic graphics to videos in real time from online sources and CamStreamer App which convert video source from camera to many other formats and protocols and it can for example deliver online stream directly to YouTube, Facebook Live, Dacast etc. without PC. For more information, please visit [www.camstreamer.com](http://www.camstreamer.com).*