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CamStreamer launches Live Gallery, an online tool for demonstrating the technical and marketing capabilities of network cameras

The Czech startup CamStreamer, a developer of user-friendly software applications for streaming video from Axis cameras, has announced the launch of the [CamStreamer Live Gallery](#), a global aggregator of live YouTube streams from hundreds of Axis cameras in attractive locations. Live Gallery provides clear evidence of one of the latest trends in marketing and also serves as a practical tool in choosing the right type of camera for a given installation.

Unlike other similar video aggregators, the CamStreamer Live Gallery platform is primarily intended for specialist surveillance technicians, managers of recreational, educational, and cultural facilities, and marketers. The global gallery contains more than 600 live streams, some of which have amassed millions of views on YouTube.



'Because we work with streaming applications, we have the opportunity to see network cameras being used every day in an unbelievably wide range of settings. That's precisely why we decided to create a platform to bring the immense variety of those live streams together in a single place,' says David Capoušek, CEO of CamStreamer.



Visibility through live video

Live Gallery demonstrates the impressive marketing and publicity potential that live IP camera streams have for their respective locations and activities. And the selection of streams is truly diverse, from cities, beaches, and zoos to construction sites and eagles nesting in the wild. *'Our customers realize the marketing potential of video, so we're pleased there are certified streaming applications that can be installed on Axis cameras and allow content to be broadcast directly to platforms like YouTube, Facebook, and others without any other requirements,'* says Dalibor Smažinka, head of the Axis Communications Application Development Partner Program in Eastern Europe.

With hundreds of examples from all over the world, the CamStreamer Live Gallery provides clear evidence of one of the latest trends in marketing and also serves as a practical tool in choosing the right type of camera for a given installation.

Inspiration for technical and marketing solutions

Not only does the CamStreamer Live Gallery aggregate popular YouTube streams from all corners of the world, it also allows users to filter active streams from various locations with different types of Axis cameras so they can assess the specifications of a given camera and determine how suitable it is for a specific type of live stream. Information is provided about the scene that's being broadcast at the moment as well as the technical details of the stream.

Because the correct setup of the cameras published in the CamStreamer Live Gallery is always in the hands of the person running the broadcast, the platform can't serve as a universal example. But then, that's not what Live Gallery is meant to be. *'Live Gallery is an ideal tool for illustrating the technical advancement of the last few years within the Axis portfolio. It covers an extensive palette of network cameras. Moreover, it exemplifies an important added value – the publicity our customers get from a good live stream is equal to, and often exceeds, other marketing tools. Live gallery offers a vast number of examples of successful streams together with viewership numbers,'* concludes David Capoušek.

You can see the live streams with Axis camera specifications in the gallery here: <https://camstreamer.com/live>

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 applications are used by thousands of individuals, organizations, and television companies around the world for video streams from recreational areas, weather monitoring activities, cultural broadcasts, educational programmes, sporting events, and others. CamStreamer develops the CamOverlay App, which makes it possible to add dynamic graphics to videos in real time from online sources, and the CamStreamer App, which converts video sources from cameras to many other formats and protocols, and it can, for example, deliver online streams directly to YouTube, Facebook Live, Dacast, etc. without the need for a PC. For more information, please visit www.camstreamer.com.