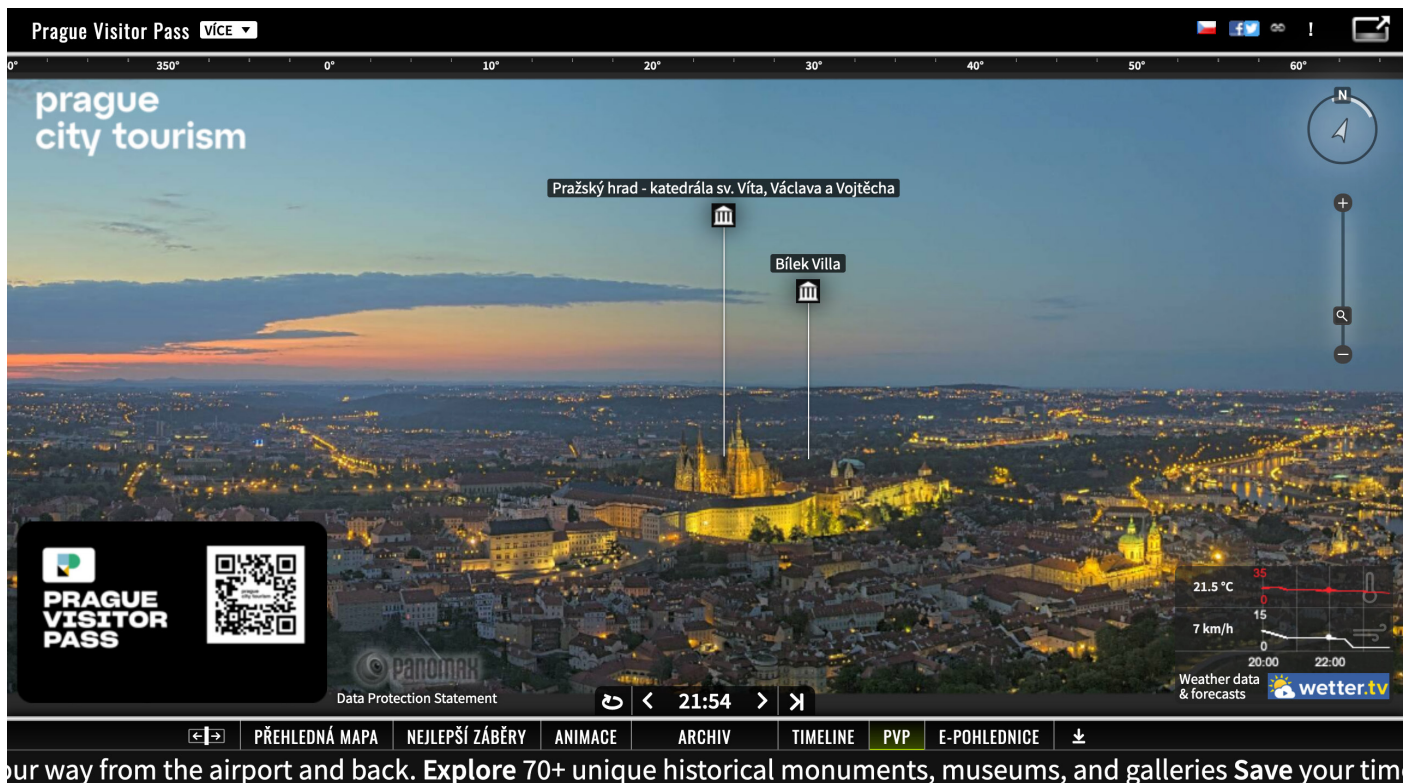Case study

Prague City Tourism: CamStreamer and Panomax Brings Tourists to Prague
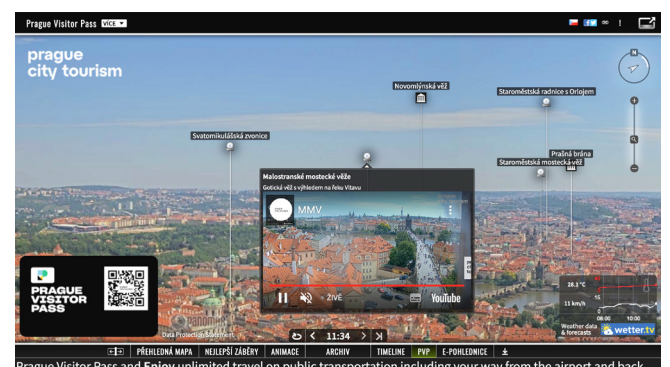

Mission

Even cities generally counted among **the most beautiful places in Europe** need to be promoted effectively. That's exactly what the **Prague City Tourism** agency had in mind when they decided on a new project to **digitally promote Prague** and support the sales of a new tourist card Prague Visitor Pass. Prague City Tourism put trust in the CamStreamer company, whose mission was to install a technical solution that generates desired content, but doesn't disrupt **the appearance of historical buildings**.

Solution

The solution consists of **eight AXIS IP cameras** placed on six historical towers in Prague. All cameras are connected to the CamStreamer Cloud for easy remote management and in most cases use already existing internet connection to **reduce operating costs**.

The main camera, a panoramic AXIS Q3819-PVE **with 14Mpx and 180° field of view**, is placed on the Petřín

Lookout Tower. "We chose the Petřín Lookout Tower for its height and unique position. Thanks to that, the camera beautifully captures the whole Prague panorama including the Prague Castle and the Old Town," explains **David Capoušek, the CEO of CamStreamer**. Photos are captured in **five-minute intervals** and uploaded to Panomax servers. There they are processed into **a live presentation with interactive hot spots**, time-lapse photos, and best pictures selection as well as a **QR code for buying the Prague Visitor Pass**. All pictures captured by the camera since its deployment are **archived on the server**.

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Livestreams from the other **seven fixed cameras** (AXIS P1448-LE and AXIS P3248-LVE) are utilized in the hot spots feature. St Nicholas Bell Tower and Old Town Bridge Tower each have two cameras alternating within one livestream. Lesser Town Bridge Tower, Old Town Hall Tower, and Powder Gate Tower each have one camera. All cameras are livestreaming 24/7 directly to YouTube including informative graphic overlays in the form of weather widgets. The solution utilizes CamStreamer App and CamOverlay App. Recordings without the overlays are saved on SD cards in full quality.

List of Supplies

Video quality:	HD
Audio:	no audio
Typ kamery:	AXIS Q3819-PVE
	AXIS P1448-LE
	AXIS P3248-LVE
Technologie:	CamStreamer Cloud
	Panomax
ACAP aplikace:	CamStreamer App
	CamOverlay App
	CamSwitcher App
Streaming platform:	Panomax
	YouTube.com
Location:	Czech Republic

Result

"Entering the project, we had an idea of using livestreams not only for the promotion of attractive tourist places but also for the promotion of the Prague Visitor Pass. However, we weren't sure how to handle the corresponding website. Then we've learned about Panomax and after a few customizations, we knew it's the solution for us," said **Petr Soukup, the IT Director of Prague City Tourism**. Apart from low operating costs and fast implementation, the biggest advantage of the solution is its **versatility**: one camera output can be used to create an unlimited number of instances. Besides the interactive presentation used mainly for the promotion of the Prague Visitor Pass, the solution also utilizes the **Panotour function** intended for hotel receptions. A fully automatic Panotour includes a QR code for selling Prague Visitor Pass which earns the hotel a commission. Last but not least, all footage can be used for **other marketing purposes**. "The solution isn't interesting only for tourists. Anybody can have fun while watching the livestreams or use them as a weather forecast," adds Soukup.

Case study

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Panomax: Exciting Custom-built Presentations

The biggest advantage of Panomax is its **interactivity**. The Prague City Tourism solution utilizes the hot spots feature divided into thematic groups. A **QR code interlinked with an e-shop** is added for sales support. The presentation includes a **personalized menu** that automatically adapts to the browser's language and features an archive, picture comparison, best picture selection including weather information, etc.

Learn more on panomax.com

About Prague City Tourism

Prague City Tourism was founded in 1958 as the Prague Information Service. The agency focuses on destination management and the sustainable development of tourism in Prague.

Read more on praguecitytourism.cz

https://camstreamer.com/ resources/prague-citiy-tourism

Prague City Tourism