

Event

CASE STUDY

Cars on Naplavka open-air show streamed live via CamStreamer apps

About the project

[Cars on Naplavka](#) is a very famous Czech open-air car show organized by Svět motorů magazine. In its 3rd annual edition, Cars on Naplavka promised an intriguing program: the Skoda Kamiq was being presented for the first time in the Czech Republic, and there were electric vehicles, interesting speeches, and exciting concerts. In order to share the event with those who couldn't be there in person, the organizers decided to take advantage of the flexibility of the CamStreamer application and live stream the show for the first time since it premiered in 2017. The live streaming was produced in coordination with the internet television MALL TV and the Slow TV project. "We decided to install three live cameras in total. The reason was to give online fans of the show the opportunity to really engage in everything what was going on, to feel like a part of it," says one of the producers of the Slow TV project Leona Dankova, who oversaw the live streaming installations.

Technical solution

The main camera was a pan-tilt-zoom camera located on the stage overlooking the venue. The camera chosen for this task was the [AXIS P5655-E PTZ Network Camera](#). This new addition to the Axis portfolio offers HDTV 1080p resolution with a 32x optical zoom and Lightfinder 2.0, an advanced technology for low-light images. The PTZ tour made it possible to cover most of the venue with detailed zoom-in on stands and attractions. The [CamStreamer App](#) took care of delivering the live stream to the MALL TV platform, while the [CamOverlay App](#) allowed for the addition of custom overlay graphics indicating the location of individual car brands and stands. Moreover, the Info Ticker service gave viewers detailed information about the program of the four-day event.

To complement the main camera, two static cameras – [AXIS F41s](#) with [F1005 Sensor Units](#) and the [CamStreamer App](#) onboard – were installed in two other locations. One camera streamed live from the motorboat connecting the riverbanks and the other one from the interior of the brand-new Skoda Kamiq.

Conclusion

"We wanted to keep pace with the latest trends, and live streaming is a step in the right direction. With this flexible and cost-effective solution, the event had the perfect tool to attract new visitors. The streams were promoted by our own media channels, and people could see what was happening at the event any time they wanted," says producer of the Cars on Naplavka car show Petr Vaněk of Czech News Center. The live streams attracted thousands of viewers and showed that there is a way for event coordinators and producers to get a cost-effective but professional live stream.



Video quality	1080p
Audio	AXIS T8351 Mk II Microphone
Camera model	AXIS P5655-E PTZ
ACAP applications	CamStreamer App CamOverlay App (PTZ overlay)
Streaming platform	Mall TV
Location	Czech Republic



camstreamer.com/resources/case-study_carsonnaplavka