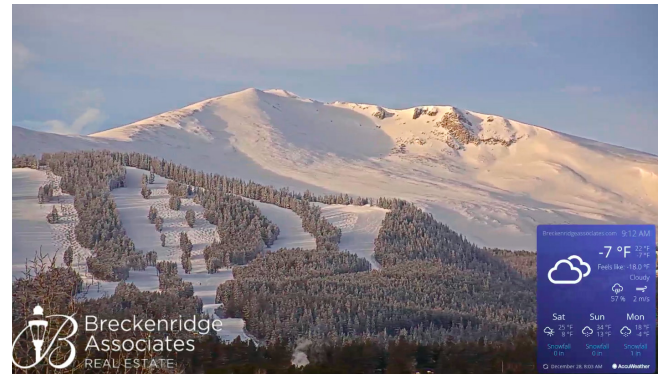


Case study

Breckenridge Local Businesses Run Three Live Cameras to Promote the Small Mountain Town to Increase Tourism

Mission

Breckenridge is a small town in Colorado, USA. What it lacks in size, Breckenridge makes up for in its location at the base of the Tenmile Range. The first ski trails in Breckenridge were cut in 1961, and since then, the Breckenridge ski resort has made the town a well-known destination for skiers and other winter sport enthusiasts. Breckenridge Associates Real Estate, a local real estate company, and the Local Radio and TV station Summit Public Radio and TV, decided to share the beauties of the location via live streams. Many people wish to have vacation homes in the area and displaying its charm can attract the attention of tourists and potential clients. Live streaming proved to be the ideal vehicle.



Breckenridge Stream

Solution

There are three live cameras in Breckenridge, CO. Two of them are in the historic downtown, looking out over Main Street in the center of the town and one profiling the ski resort and its skiers. The third camera has a bird's eye view from SPRTV's tower, panning from above 12,500 ft onto town and the mountain ranges. The AXIS Q6155-E IP camera was chosen as the ideal device for the demanding conditions of the mountain resort. This pan-tilt-zoom camera features advanced laser technology for flawless focus in any conditions - even in the dark. Last but not least, the Axis camera

allows for use of the CamStreamer applications directly onboard, which was a priority for the installer, Summit Net Trekker. The CamStreamer App offers a simple link to YouTube and other streaming services, while the CamOverlay App provides the video with overlay infographics about current weather conditions. The data is based on the popular AccuWeather platform and include snowfall prediction, which is an indispensable information for ski resort visitors.

Result

The live streaming has generated considerable viewership and engagement. Surprisingly for the client, the most popular live cam is the one on Main Street. Breckenridge Associates Real Estate is very satisfied with the live streams and have ideas for their improvement to create an even better viewing experience. Plans for more detailed infographics, tags about visible mountain ranges, and details about guided tours are readily available with the CamStreamer apps.

List of Supplies

Video quality:	1080p
Audio:	no audio
Camera model:	AXIS Q6155-E
ACAP application:	CamStreamer App CamOverlay App
Streaming platform:	YouTube.com
Location:	USA



camstreamer.com/resources/case-study_city_Breckenridge