

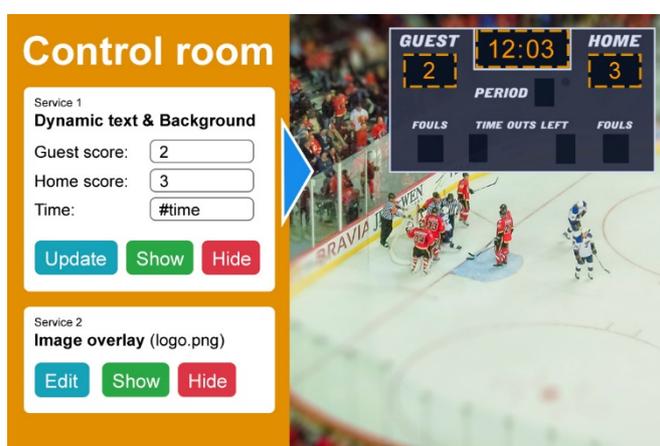
Prague, 12 DEC 2019

Dynamic overlay visuals without programming. CamStreamer releases a new service for live streams

CamStreamer, a developer of streaming applications for Axis IP cameras, launches a groundbreaking feature for its [CamOverlay App](#). The newest service is called **Dynamic Text & Background**, and it enables users to define background graphics and the desired number and style of dynamic text fields to be displayed within these background graphics. The new feature, which runs directly on board cameras, offers an unmatched level of simplicity when it comes to integrating information visuals to a live stream.

Integration of a dynamic scoreboard, bill, or number of remaining free tickets into a live stream – these are typical tasks for new [Dynamic Text & Background](#) service. It enables users to design and implement their own dynamic overlay graphics and change variables, such as a score or any other information, in real time. This can be done directly in the graphical user interface of the CamOverlay App, or via API.

Alternately, if a user needs to pull data from their external system and alter it in any way, there is a special app in the CamStreamer portfolio, the [CamScripter App](#), to do the job.



Simple management via app Control Room

“Our new service brings unprecedented simplicity to designing dynamic overlay graphics for a live video. The traditional solution for implementing dynamic graphics to a live stream requires complex and often complicated API configuration. We wanted to change that and enable everyone to create their own dynamic visuals without the need for laborious programming,” says CamStreamer CEO David Capoušek. He continues: “With Dynamic Text & Background, you design your own graphics either in the graphics editor or directly in the app. The only API configuration you need to do is for changing the text or numeric fields you define, such as a score. Or, to make it even simpler, you can change the data manually in the app’s Control Room.”

Control Room enables direct and agile control of all the graphics displayed in the live stream, with a convenient real-time view of the camera output. The service also supports automated data display, such as time and date. Its variability and adaptability add to a number of graphics services that the CamOverlay App already offers: a [Weather widget service](#) displaying up-to-date information about the weather, including forecasts of snowfall, wind, sun, and more; an [Infoticker widget](#), where you can share up-to-date information just like in a television broadcast; or a [PTZ compass](#) that shows

what cardinal direction your camera is pointing in at any given moment along with the sector in which the camera is streaming.

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 programs, 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; the CamStreamer App, which converts video sources from cameras to many other formats and protocols and can, for example, deliver online streams directly to YouTube, Facebook Live, Dacast, etc. without the need for a PC; and the CamScripter App, a unique application that makes it possible to run micro apps directly on an Axis IP camera. For more information, please visit www.camstreamer.com.