

Case study



Axis network cameras provide picturesque preview for Aberdeenshire tourists

After receiving 260,000 visitors to their web cameras last year, the villages of Banchory and Inverurie have joined the list of camera locations used by Aberdeenshire council.

The naturally exquisite Aberdeenshire coastline was given the recognition it deserves when the first Streamdays camera, an Axis 214, was installed in Stonehaven by NW Systems Group almost five years ago. Further installations of the same camera model took place in Banff (March 2007) and the towns of Peterhead and Fraserburgh (January 2010).

The interest created by the cameras at that time has led Aberdeenshire Council to install two new Axis P5534-E cameras. Citizens were invited to vote where to locate the cameras, with the town halls of Inverurie and Banchory eventually chosen.

Requirements

Scottish tourism can suffer due to the unpredictable British summer, with tourists often flocking to warmer climates. Thus the main requirement was to find ideal locations with which to attract tourists through clear images that reflected the beauty and tranquillity of the area.

Prior to the cameras being installed, the area lacked an online presence. The key was to convince tourists that this secluded area boasted a wide variety of activities

Regarding the initial issues faced, Aberdeenshire Council ICT Manager Paul Brown stated:

"Finding the perfect location can be a bit of a challenge. Because our cameras are on the coastline, the weather can become harsh in the winter, and the view is disturbed".

"Aberdeenshire coastal towns have a strong fishing background, as well as a great deal of interest from ex-pats who may wish to view the travelling conditions. It is important to put the cameras in a place which will remain unspoiled and unchanged if we are to fully satisfy expectations".

Solution

An Axis 214 PTZ (pan, tilt and zoom) camera was installed by Network Webcams in June 2006 on the North side of Stonehaven Harbour. The view is interchangeable, with a selection of locations in Stonehaven available, including the picturesque shoreline and the old pier.

The NW Streamdays server makes real-time observation possible, whilst the cameras also allow users to take snapshots of the locations. The scenery can also be viewed at night, thus providing 24 hour content.

The cameras in Inverurie and Banchory, both Axis P5534-E with HD quality, will provide 360° views and offer a greater amount of image clarity in comparison to the previous Axis 214 cameras used.

Customer:
Aberdeenshire Council

Sector:
Government, leisure & tourism

Application:
Live video content, web attraction

Solution:
Axis 214 and Axis P5534-E pan-tilt-zoom cameras used in combination with Streamdays camera hosting

Outcome

"These are fantastic cameras, in my opinion it is a great use of the council's budget in a challenging economy. Last year we generated 260,000 visitors, and the volume of traffic keeps increasing. Everyone from surfers to policemen hugely welcome the service provided by NW Systems" – Paul Brown