

Live broadcast of polar bears at Shizuoka Municipal Nihondaira Zoo. Providing clear live images of moving subjects with outdoor-ready PTZ dome network cameras.



Organization:
Shizuoka Municipal
Nihondaira Zoo

Location:
Shizuoka City, Japan

Industry segment:
Commercial

Application:
Web broadcasting,
remote viewing

Axis partner:
Media Mix Shizuoka
Co., Ltd.

Mission

In a bid to promote the attractions of its newly refurbished zoo, the Shizuoka Municipal Nihondaira Zoo is utilizing live video streaming of the polar bears in Wild Animal House 299 and is eager to have as many people as possible view the lively images of its polar bears.

Originally established August 1, 1969, the Shizuoka Municipal Nihondaira Zoo ("Nihondaira Zoo") staged a grand opening of the newly refurbished zoo on April 2, 2013. Currently home to approximately 700 animals of 180 species, the zoo grounds cover an area of approximately 13 hectares. In tandem with the makeover, the zoo adopted a new logo and the slogan, "This animal encounter will change your life". Indeed, the zoo features a number of new facilities as novel areas of interest and employs inventive ways of enhancing the enjoyment of the visitors' time at the zoo. On weekends and public holidays, Nihondaira Zoo is a bustle with visitors, both adults and children alike. The Nihondaira Zoo has also been devoting significant effort to its website, which was revamped in tandem with the zoo's refurbishment.

A multilingual site that caters to five languages, it recently launched a program called "Polar Bear Live Camera" and broadcasts live online images of two polar bears from its popular Wild Animal House 299. For the broadcasting, Media Mix Shizuoka Co., Ltd., the Axis partner responsible for revamping the zoo's website, adopted the top model PTZ Dome Network Camera AXIS Q6035-E, basing its choice on the camera's superb capability in capturing clear images of moving subjects outdoors and multi-streaming them in real time.

Solution

The introduction of a high-definition PTZ Dome Network Camera, which is not only capable of withstanding all kinds of outdoor environments but is also easy to install, was the primary solution. The polar bears in Wild Animal House 299, the subjects of the video streaming, are among the zoo's most popular animals.

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Mr. Takuya Hashiguchi, PR Manager, Shizuoka Municipal Nihondaira Zoo.

Over two meters in height, they slowly move their large bodies across the rock platform of their enclosure but the moment they plunge from the platform into the water, they swim with graceful, nimble movements in the water. The AXIS Q6035-E is positioned to capture from above images of the polar bears as they leap into the pool from the platform. It serves not only as a monitoring device to check on conditions in the display enclosure but also to broadcast live images of the animals to general viewers. At the display point inside Wild Animal House 299, visitors can double their enjoyment of viewing the polar bears. They can directly view the bears as they jump into the water from an angle different from that of the live broadcast images and at the same time they can view the live broadcasting.

The network broadcasting capability of the AXIS Q6035-E was only one among a number of reasons for its introduction as the camera for video streaming. The decision to introduce it was based on recognition of its excellent performance and capabilities in comprehensively capturing clear images of the polar bears' various movements with its maximum HDTV 1080p resolution and 20x optical zoom, its IP66- and IK10-rated all-weather, shock-resistant casing capable of withstanding all kinds of weather, and its wide operating temperature range of -40C° to 50C°.

Result

The project turned into a program that can be enjoyed by both visitors to Nihondaira Zoo and persons unable to make a direct visit by offering participatory content through social media via multi-stream images.

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Utilizing a PC and smartphone streams for the Ustream live broadcast application, and another stream for the video recording application, the system simultaneously uses three streams.

"Only the Axis camera can flexibly handle multiple streaming like this while providing clear images," states Mr. Yuji Ito, Chief Executive Officer, Media Mix Shizuoka Co., Ltd. The live video streaming of polar bears has generated fans of Nihondaira Zoo in a form that never before existed including fans who check live images on a daily basis and fans who share the images through social media such as Twitter or Facebook. The transmission of dynamic information from Nihondaira Zoo is likely to enhance the profile of the zoo not only in Japan but also the rest of the world.



Nihondaira Zoo website
www.nhdzoo.jp
Polar Bear Live Cam
www.nhdzoo.jp/livecam/