



## SUCCESS STORY

# Network Camera Supplies Vision to Live Interactive Demo

*Advantech Demonstrates Remote Automation Solution*

### The Mission

- Advantech was looking for a way to increase traffic to their web site and at the same time give potential customers the opportunity to actually experience—rather than just read about—the company's innovative on-line control and monitoring solutions.

### The Solution

- With the Axis network camera as a key element of the solution, Advantech installed an interactive, easy-to-use, live demo on its web site.

### The Result

- Visitors to Advantech's web site, [www.advantech.com](http://www.advantech.com), can now sample the company's automation products firsthand. Parts of a small robot can be adjusted remotely using the company's WebOIT interface. An Axis network camera pointed at the robot provides real time images of the robot as it is being manipulated.
- After promoting the demo at a manufacturing trade show, traffic to the Advantech web site increased by 23 percent.



### The Customer

"The Axis network camera provided an all-in-one solution since a PC is not required, I was able to set it up in about five minutes, and it has been running ever since. This product is very robust—it has required no maintenance and has been very easy to incorporate into other applications."

Victoria Chernyakhovsky  
Research and Development Software Engineer,  
Advantech

## Depending on the right product

Founded in 1983, Advantech Automation is a complete PC-based industrial automation solution manufacturer that offers a wide variety of products; such as, industrial, customized, and heavy environmental equipment for communication and HMI (Human Machine Interface) monitoring and control.

Manufacturing a family of Windows-based computers, Advantech offer industrial applications for almost any application including HMI, trending, alarm enunciation and a variety of other total solutions. Advantech currently offers over 700 product solutions and are adding over 30 new products to their portfolio every year.

Advantech operates on the belief that the ability to deliver innovative automation solutions depends on having the right product, the right platform and outstanding product support. Advantech utilizes PC and web-based solutions as the foundation for automation, since this architecture provides a flexible and cost-effective means of addressing even the most complex automation and data acquisition challenges.

## A perfect fit with Advantech's technology

When Advantech's research and development software engineer, Victoria Chernyakhovsky saw a review of an Axis network camera in a Linux publication, she felt it would be a perfect fit with Advantech's technology. She was looking for a way to demonstrate Advantech's products online. In particular, she wanted to give visitors to the company web site the opportunity to try out Advantech's WebOIT, an interface terminal that enables monitoring and control of applications remotely using the Internet.

Chernyakhovsky had investigated a number of alternatives prior to finding out about Axis. However, the webcams and streaming video solutions she had evaluated all had limitations in terms of speed, flexibility or convenience.

## No PC required

"The Axis network camera provided an all-in-one solution since a PC is not required," comments Chernyakhovsky. "I was able to set it up in about five minutes, and it has been running ever since. This product is very robust—it has required no maintenance and has been very easy to incorporate into other applications."

## Robot manipulation over the Web

When visitors to Advantech's e-Automation web site [www.e-automation.cc](http://www.e-automation.cc), go to the WebOIT demo page, they find a view of a model industrial robot in a small enclosure. Using the WebOIT interface, they can manipulate various parts of the robot. For instance, the robot's clamp-like grip can be opened or closed, the wrist moved up or down, etc. The Axis network camera allows visitors to watch, in real time, as the robot responds to adjustments made using the interface.

The demo illustrates the solutions Advantech can provide for remote monitoring and control of industrial applications — particularly in environments where exposure to hazardous environmental conditions present a health risk to humans or in remote locations where a human presence is not feasible or cost effective. Under the watchful eye of the Axis network camera, Advantech solutions can remotely manage processes, run diagnostics and initiate troubleshooting strategies.

## More traffic to their web site

The demo has also met Advantech's initial objective of driving more traffic to their web site. In the months following the promotion of the demo at an industry trade show, Advantech was pleased to witness a 23 percent increase in traffic to their site. Product inquiries and sales intensified as well. Says Chernyakhovsky, "The Axis technology perfectly complements Advantech's. It has been a very successful endeavor all around."



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