

Network video surveillance for the promotion of Polish cities. Axis network cameras are revolutionizing the promotion of Polish cities and tourist sites, not only in Poland but also abroad.



Organization:
Wejherowo Town Hall

Location:
Wejherowo, Poland

Industry segment:
City surveillance

Application:
Safety and security,
web broadcasting

Axis partner:
Zink Serwis
www.webcamera.pl

Mission

Following the example of foreign towns and regions, Polish tourist centers are also looking for new promotional methods, including an increasingly important role played by the Internet. Zink Serwis is meeting these needs, providing local authorities with the opportunity to exist on the net by presenting them on the website www.webcamera.pl – providing live transmission from the most attractive sites in these towns. The main square in Sandomierz or Skierniewice, the beach in Mielno, Krupówki in Zakopane or the ski slope in Przemysł – all these can be viewed live thanks to the digital eye of Axis cameras. Moreover, the 'See Wejherowo' project would not have been completed without Axis HDTV network cameras which, in addition to their basic role of providing security, allow thousands of people around the world to view the town on-line 24 hours a day.

Solution

Zink Serwis specializes in video transmission to Internet websites by means of intermediate streaming servers. The picture from the cameras is transmitted live via the Internet on the portal www.webcamera.pl as well as on the promotional sites of towns designed for this purpose.

Wejherowo's website is: www.zobaczwejherowo.pl. And thanks to the use of network video recording technology, as well as a high bandwidth, the images from a given camera can be watched by several thousand people simultaneously.

Result

There are already several dozen Polish towns using on-line viewing by means of the platform provided by Zink Serwis in order to promote their tourist attractions. The solution arouses interest not only in Poland but also abroad, providing the possibility of presenting a higher number of sites on-line and, as a result, gaining the interest of a wider group of tourists. "We are proud of the installations we realized using Axis cameras. The platform is so stable that all you require is power and access to the Internet in order to provide high-quality videos from many locations. The website www.webcamera.pl is visited every day by at least 12,000 unique users," states Marcin Świdowski, the President of Zink Serwis.

"For several years we intended to activate a video system aimed at the promotion of our town. Following the advice of Zink Serwis, we decided to install network cameras which observe the main square and the Philharmonic construction site. The results of that decision have encouraged us to install more cameras. There is no doubt that the Internet is a wonderful tool for promotion of towns, and an appropriate camera constitutes a basis for efficient and effective monitoring systems which facilitate the promotion."

Wojciech Dzieliński from the Town Hall in Wejherowo.

Cameras in the cities

In 2006 Zink Serwis installed the first Axis network camera in Andrychów, which was used for surveillance and on-line transmission of pictures from the town's main square. That installation triggered an avalanche of requests and interest in the possibilities of using monitoring for promotional purposes in other towns in Poland. Also towns and cities such as Warsaw, Toruń, Zakopane, Sandomierz, Mielno, Niechorze, Przemyśl, and Slovakian Tatralandia followed in the footsteps of Andrychów. The most common network systems registering images in HDTV contain AXIS P1344, AXIS Q1755 and AXIS P5534 Network Cameras. Such a system, based on the advanced HDTV AXIS P1344 cameras, was created in Wejherowo.

The Town Hall 'See Wejherowo' Project

For several years the authorities of Wejherowo had considered the installation of a camera providing both security as well as promotional functionality. Access to broadband Internet, commencing cooperation with Zink Serwis, and the installation of high definition Axis cameras using H.264 standard picture compression allowed for the development of the 'See Wejherowo' project.

The first AXIS P1344 Network Camera was installed on the outskirts of the listed main square in the town center at the beginning of 2010. The other camera monitors the building site of 'Kaszubska Philharmonic' – the building site of a multifunctional cultural center. The video is used for both security and promotional purposes and the images taken several times a day will be used to create a film showing progress of the building site. The camera provides the Surveillance Inspector with the possibility to view the situation on the site live and, as a result, minimizes the necessity for time-consuming site visits. Moreover, the video surveillance has already helped several times to react to mistakes made by the sub-contractor and, therefore, additional costs estimated to several thousand zlotys were able to be avoided.

For a long time the authorities of Wejherowo were looking for cameras which would allow for efficient and fast transmission of high quality video.

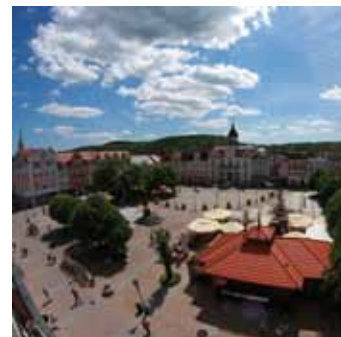
They decided to select the AXIS P1344, using H.264 standard picture compression. These cameras possess a high sensitivity in poor light conditions, which is necessary in order to register high quality videos in the muffled light of the historic main square. Moreover, the built-in microphone provides the possibility of full participation in cultural events taking place on the main square without the necessity of leaving your home.

The images from the camera installed on the main square in Wejherowo are available live on the website. Just a few days after its launch the service administrators received many congratulatory e-mails. People from all over Poland as well as from abroad were watching Wejherowo. Former citizens of the town were thankful for the possibility of watching what was happening in 'their' town live. "We were really surprised when one morning we received an e-mail from a faithful viewer from Germany with a request to clean the camera cover which had become dirty during the night's rain. Thanks to such signals we are convinced that the camera is necessary and the transmitted picture is watched by many Internet users," comments Wojciech Dzieliński from the Town Hall in Wejherowo.

Wejherowo in the camera's eye

The success of the portal in Wejherowo made the authorities develop the surveillance system for promotional purposes. There are plans to broadcast town council meetings. Thanks to this, everybody interested in the future of the town, who are unable to participate in the council meetings in person, will have the opportunity to follow the proceedings live. For the above purpose the AXIS P5534 Network Camera was chosen.

It is also planned to install new cameras at the location of the revitalized Majkowski Town Park. This will be performed according to the request of the citizens concerning surveillance of a modern playground located within the park area. The authorities also plan to install constant on-line viewing of the historic Kalwaria Wejherowska (Way of the Cross Hill), the oldest and best-preserved such site in northern Poland.



 WebCamera.pl