

## Live news and weather reports with Axis technology. CBS47 in Fresno uses Axis network cameras to expand local news and weather coverage remotely.



Organization:  
CBS47

Location:  
Fresno, California, USA

Industry segment:  
Telecommunications/  
Media

Application:  
Remote news and  
weather coverage

Axis partner:  
Valley Ag Software

### Mission

The news department at CBS47 in Fresno, California, was looking for fresh ideas on how to bring more live local news and weather reports to its viewers without exceeding its budget. Because the San Joaquin Valley encompasses more than 150 miles, the broadcaster could not afford – nor was it feasible – to send camera crews everywhere across the Valley on an as-it-happens basis. Still, the news team wanted to ensure that audiences in the far northern and southern regions were being served as well as those in the city.

### Solution

Valley Ag Software, a Tulare, California-based network software developer and Axis partner, installed Axis high-resolution network cameras atop radio towers throughout the Valley to enhance CBS47's weather and news gathering abilities. The broadcast-quality video from the network cameras streams over an Internet

service provider's backbone directly to the news station and CBS47 Web site. Newscasters use live feeds from network cameras to give audiences up-to-the-minute reports on local weather conditions and real-time images of news events. Viewers can also log onto [www.cbs47.tv](http://www.cbs47.tv) and control the live PTZ cameras.

### Result

The News Director reports that CBS47 is now able to give viewers broader coverage and the station is often the first 'eyes' on the scene even without sending a video crew on location. The novelty of being able to control the cameras is also drawing audiences to the CBS47 Web site. And, because the unmanned Axis network cameras operate 24/7, the newscasts can include live pictures as well as compressed time-lapse views of weather as it progresses through the Valley.

"The Axis network cameras really separate us from our competition. The camera positioning, high-quality images and remote PTZ control provide cost-effective and comprehensive coverage that we couldn't have achieved otherwise."

Linda Danna, CBS47 Vice President and General Manager.

### A unique viewpoint

As a news station covering the entire San Joaquin Valley, CBS47 focuses on stories that have local interest to its viewers. "Weather is a big part of why we initially were interested in Axis network cameras," explains Chad McCollum, CBS 47 news director, "and they're already enhancing our weather coverage."

Valley Ag Software selected two models of Axis network cameras specifically for their exceptionally high image quality. They installed an AXIS Q6032-E PTZ Dome Network Camera in the downtown Fresno area to cover local landmarks and streets. Its auto iris and auto-focus features and ability to pan/tilt/zoom give the remote news team eyes around the city – from City Hall, to the baseball stadium, to the distant mountains. Even at night, the minimal light sensitivity of the lens provides sharp images of the Greater Fresno area.

For the southern and northern valleys, Valley Ag mounted HDTV-quality AXIS Q1755 Fixed Network Cameras atop 200-foot radio towers. "We chose the AXIS Q1755 because they can broadcast at 1080i high-definition," explains Sean Woods of Valley Ag Software. "They deliver superior image quality, especially at a distance, and the clarity and size of the image lends itself well to an HD television format." Though CBS47 currently doesn't broadcast in HD, Woods says the HDTV cameras will scale when the station takes their newscast to that level.

Both Axis network camera models support Hi PoE (High Power over Ethernet, IEEE 802.3at) which enabled the installers to use a single cable to connect and power the cameras, including the heaters and fans that keep them operating in fluctuating weather. The simplified wiring made it easy for Valley Ag to mount the cameras and begin live broadcasting in less than 48 hours.

Unwired Broadband, a large local ISP, operates the radio towers on which the cameras are mounted and provides the network backbone for streaming video. "We're using H.264 compression for all this streaming to help us manage bandwidth and minimize any impact on the IPS' overall network performance," states Woods.

### Personalizing weather coverage

During live broadcasts, the CBS47 news anchors promote the ability of viewers to visit the station's Web site and control the cameras for themselves. "This is a completely unique feature that no one else has," says McCollum. "It lets viewers zoom and pan the camera live to see the valley in a way they've never seen it before."

The Axis network cameras possess a built-in intelligent queuing feature that allows each viewer to take control of a camera for a set period of time from their own computers. When the cameras are needed during a live broadcast, viewers are temporarily locked out of this ability. Once the news station relinquishes control, viewers can again manipulate the cameras and engage in the personal viewing option – whether it's tracking a storm or getting a closer look at the scene headlining the day's news.

### More stories, fewer resources

"Today, broadcasters need to find ways to maximize news coverage with smaller budgets and fewer personnel," shares McCollum. "With the Axis network cameras, we can do more than just track the weather. We have cameras in position to capture spontaneous news stories that we didn't anticipate."

As funds become available, CBS47 plans to add more Axis cameras to be its eyes-on-the-scene for events throughout the Valley. Whether a traffic accident tying up a major artery or a wildfire raging out of control, McCollum expects to be able to show viewers events as they happen, scooping other stations waiting for their reporting crews to reach the scene.

