

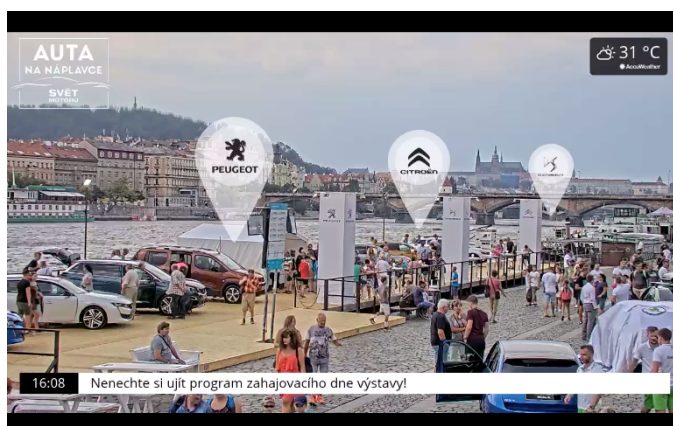
Prague, 29 AUG 2019

See Prague Castle from open-air car show streamed live via CamStreamer apps

Broadcasting of public events easier than ever before

In its latest installation, CamStreamer, the developer of applications for Axis IP cameras, provides the fans of a very popular Czech open-air car show called Cars on Naplavka with three live broadcasts powered by CamStreamer apps. The organizers took advantage of the flexibility of CamStreamer solutions to stream live for the first time since the show premiered in 2017. The 3rd annual show starts today and features some of the most prestigious car brands.

The Skoda Kamiq is being presented for the first time in the Czech Republic. There are electric vehicles, interesting speeches, and exciting concerts. Cars on Naplavka promises an intriguing program. In order to share the event with those who can't be there in person, the organizers decided to stream the event live. And they chose network cameras with CamStreamer apps onboard to fulfil the task.



"We want to keep pace with the latest trends, and live streaming is a step in the right direction. With this flexible and cost-effective solution, the event has a perfect tool to attract new visitors. The streams are promoted by our own media channels, and people can see what's happening at the event any time they want," says producer of the Cars on Naplavka car show Petr Vaněk of Czech News Center.

There are three live streams being broadcast from the event. Two static cameras use the CamStreamer App to stream live from the motorboat connecting the riverbanks as well as from the interior of the brand-new Skoda Kamiq. The third camera is a pan-tilt-zoom camera located on the main stage overlooking the venue. To provide online viewers with information about the program and the location of the particular stands and attractions, the CamOverlay App was installed to implement useful overlay infographics. Moreover, the Info Ticker service gives viewers detailed information about the program of the event.

"Simplicity and flexibility are typically the most common demands we receive from event coordinators and producers. It's always a little bit of a hustle to get things going before the show, and you want your hardware to be reliable and adaptable at the same time. That's why we develop our apps to enhance the possibilities of edge computing, which offers ease of installation but also high performance and professional-looking live streams," describes CamStreamer CEO David Capousek. The CamStreamer apps

are installed directly in the camera, which lets users avoid additional computers and having to deal with public IP address and port forwarding.

The event will be streamed live from Thursday, August 29th, to Sunday, September 1st. Watch the live streams here:

- Live camera overlooking the venue with overlay infographics and Info Ticker Service: <https://www.mall.tv/auta-na-naplavce>
- Live camera from the interior of Skoda Kamiq: <https://www.mall.tv/auta-na-naplavce-2>
- Live camera from the motorboat: <https://www.mall.tv/auta-na-naplavce-3>

For more information about CamStreamer and their products, please contact:

Patrik Hruběš, marketing manager, CamStreamer s.r.o.

Tel: +420 730 896 556, email: patrik.hrubes@camstreamer.com

Kateřina Matesová, account executive, TAKTIQ COMMUNICATIONS s.r.o.

Tel: +420 775 686 863, email: katerina.matesova@taktiq.com

About CamStreamer

CamStreamer is the Czech developer of the eponymous application for AXIS IP cameras that allows for cost-effective (often free) and user-friendly streaming of video content directly to the internet. CamStreamer is also a leader in embedded SRT implementations and is the only developer of a highly effective embedded SRT implementation for Axis IP cameras. With over 4,000 cameras deployed worldwide, CamStreamer has experience and proven success in marshalling video streams through difficult and challenging internet connections. The CamStreamer applications are used by individuals, organizations, and television companies around the world for video streams from recreational areas, weather monitoring activities, cultural broadcasts, educational programmes, sporting events, and more. For additional information, please visit www.camstreamer.com.