WOWZA™ media systems

// CASE STUDY //

WOWZA STREAMING ENGINE POWERS RESORTCAMS.COM LIVE WEBCAM NETWORK

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> — *Kenny Griffin, Resortcams IT SPECIALIST*

Providing a sneak peek into some of the most beautiful ski resorts, mountain vistas, historic communities and getaway locations around the world, ResortCams.com live streams more than 45 IP cameras in stunning high definition. Its extensive network is powered entirely by the Wowza Streaming Engine™ media server software, ensuring a reliable, high-quality viewing experience on any device and giving ResortCam's customers a powerful, effective and affordable marketing opportunity to attract visitors.

The Challenge: Delivering Quality Stream to a Variety of Devices

To support its growing network of live streaming IP cameras, ResortCam's IT specialist Kenny Griffin recognized that the ability to stream feeds to a wide variety of devices was critical to ResortCam's success.

"We get a lot of viewers who check in on ski conditions using their smartphone or tablet before they head out to the slopes," Griffin said. "With mobile devices becoming such an important part of our viewing experience, we needed a media server solution that would accommodate the widest range of devices." »

Griffin knew he needed a flexible, comprehensive platform that would meet ResortCam's expansion needs. But, as a meteorologist by training, not an IT or webcam expert—at least not yet— he also needed a solution that simple enough that he could get up to speed quickly and manage the growing network with ease.

💡 The Solution: Wowza Streaming Engine

Griffin spent about six months researching the options for transitioning ResortCam's static FTP image cameras to live streaming cams. The company already had one camera that was capable of live streaming with Wowza Streaming Engine. Looking into it further, Griffin found nothing but positive reviews on the Wowza software.

"I sort of stumbled onto Wowza®, but being a newbie at all of this, I had to do extensive research to get up to speed on streaming and the options available," he said. "Wowza was clearly the best solution. In all the resources I looked at, Wowza got nothing but good reviews."

Griffin began testing Wowza Streaming Engine and found the process of learning the software and setting up the system to be quite smooth, even for this admitted streaming 'newbie.' Along the way, he received excellent technical support from the Wowza team who have helped him learn the software, answer questions, set up the server and manage the fast-growing network of live streaming cameras. "Every time I've emailed tech support, they've been very helpful, especially since a lot of my work in getting started was sort of trial and error," Griffin said.

🚩 The Results: Reliable Streaming to any Device that Fuels Business Growth

With Wowza Streaming Engine, ResortCams has gained the broad accessibility in viewing devices it needed to reach the wide possible audience. Viewers can now tune in through a computer-based browser, Android and iOS mobile phones and tablets, and enjoy a live, breathtaking view in full HD clarity.

"We're seeing an increasing number of viewers coming to us on mobile devices—more than 30 percent of our traffic now comes from smartphones and tablets," Griffin said. "The ability to stream to Android and iOS devices is crucial, and Wowza enables us to do that easily and automatically."

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In addition, Griffin has used the Wowza Transcoder AddOn to deliver live audio on three cameras in the network, including the stage cam at the world famous Hog's Breath Saloon in Key West, Fla. This unique setup allows viewers to enjoy the live local and national entertainment from anywhere.

From a management perspective, the intuitive Wowza Streaming Engine Manager interface enables Griffin to log in to the ResortCam network from anywhere and easily view server statistics, make adjustments and add new cams from a responsive interface that he can readily access from his computer or any mobile device.

The ability to access the system from anywhere saves time by allowing Griffin to manage the network while traveling or after hours, without the need to head into the office to troubleshoot or correct an issue. The intuitive interface also means Griffin has the ability to train a co-worker or his supervisor to manage the camera network, providing a backup in the event he's unavailable.

Wowza Streaming Engine has enabled ResortCams to grow its business with a scalable system to support its expanding network. Thanks to Wowza, the company is ready to "go West," broadening its reach from primarily the Southeast region of the U.S. to ski resorts in the West looking to engage with customers even when they're not on the slopes. With Wowza in place, ResortCams has also seen its viewership traffic at least double, and the robust platform can easily handle rapid spikes in traffic during prime conditions for the ski areas.

"It's amazing how much the traffic spikes on the mountain cams when snow is in the forecast," Griffin said. "The ski resorts love it that our cameras let people see how good the snow conditions are, and it definitely brings more people out to ski. Wowza Streaming Engine has not only helped us broaden our clientele but also helps our customers grow their business too."

To learn more about Wowza Streaming Engine, visit **www.wowza.com.**