

CONSTRUCTION CAMERAS VS DRONES: THE POWER OF FULL VISIBILITY

COMPANY OVERVIEW

One of our partners is a premier builder that's constructed more than \$1.4 billion in multifamily housing projects. Rated by ENR as one of the top multifamily general contractors, their experience ranges from luxury apartments and high-rises to market rate apartments. The industry-leading primary contractor has one of the strongest reputations for consistently delivering best-in-class multifamily developments.

MANAGEMENT

NAVIGATING REMOTE WORK WITH
EASY-ACCESS VISIBILITY

Work began on the project during one of the most unpredictable times in recent history. As COVID-19 shut down jobsites across the world and workers began to quarantine, the client's team was left wondering what would happen next.

"Are we going to be allowed on the jobsite? How are we going to know what's happening? How are we



going to handle bad weather events? What view is critical for the teams working at home?" said the Project Director. "We were asking all of these questions at the start of the project because we really weren't sure what was next."

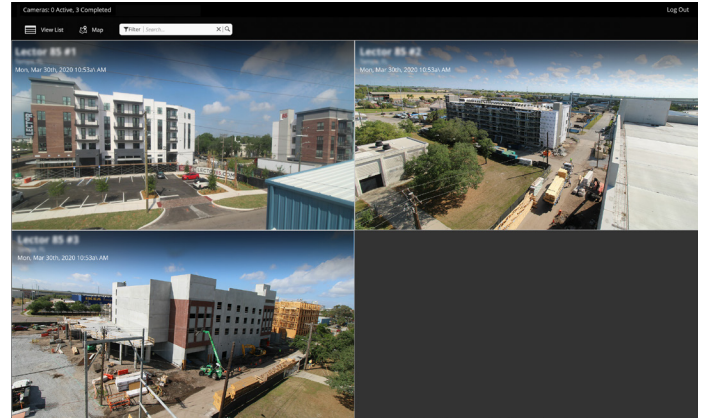
What view is critical for the teams working at home?" said Project Director Matt Algeo. "We were asking all of these questions at the start of the project because we really weren't sure what was next."

Visibility was critical for safeguarding materials, keeping teams informed and reducing risk on site. With cameras installed, the team had a turnkey solution that allowed them to reduce site visits and keep work on track. The cameras were valuable not just for biweekly progress meetings but to keep stakeholders informed with easy remote access.

"OxBlue's camera gave us the ability to see the project from multiple angles and share that visibility to anyone working in a different region or remotely... "

- Project Director

The cameras made it easier to determine the people most critical for being on site while still providing views into progress for others. The project's owner could see progress or updates without the added risk of being onsite. As development picked back up and teams moved into a new normal, the cameras stayed put.



Multiple OxBlue camera monitoring the project.

DOCUMENTATION

USING TIME-LAPSE AND VIDEO CAMERAS OVER DRONES FOR SITE DOCUMENTATION

"“There are always potential gaps in the story so having an OxBlue camera to go back in time helps a lot,” the client said. “You can write things down but the image history shows when and where a problem began. With the Procore integration, it was even easier to document the job. It’s a game changer for communication.”

Having a high-level view of the entirety of the project allowed the client to easily verify labour and progress on specific days. The Project Manager’s construction cameras provided consistent visibility that made it easy to document what happened on site. While site photos and drone-captured images are still valuable, having a time-lapse and on-demand video camera was vital to telling the story of the jobsite.

“Drones rely on battery power, are expensive and require special training to implement. They also only run in short durations therefore their field of view is focused on capturing specific areas

or images, whereas OxBlue runs constantly and provides a more expansive view.” said the Project manager. “Even if you flew drones every day, you’re only capturing a very limited amount of progress compared to OxBlue where you can see the whole project.”

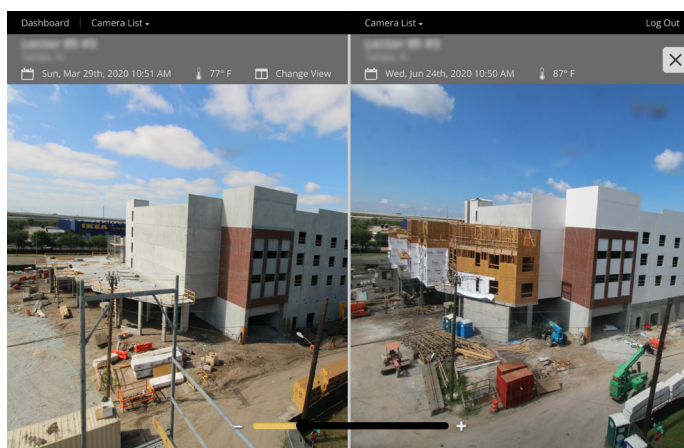
Unlike drones, OxBlue’s cameras are designed specifically to withstand harsh weather conditions, like heavy wind and rain. In case of bad weather, the team was prepared to use the camera as a distant monitoring and security device.

Overall, OxBlue provided valuable views that helped document progress, manage work and monitor site risks from anywhere.

“OxBlue’s flexibility is what matters the most. When you think about a construction camera, you ask ‘how easy is the website and app to grab information from? How easy can I share progress?’ OxBlue checks all those boxes for us,” said the client. “This is a strong partnership that’s brought a lot of value for us and our clients. We’ll stay with OxBlue for years to come.”

"Being able to see projects from multiple angles is a huge value we know our clients enjoy. That is here to stay."

- Project Director



Change view feature comparing progress of the project displayed in OxBlue's interface.

For more information on Construction Camera Systems, contact a rep at <https://www.oxblue.com/en-gb/projects/demo>