

## Live OxBlue Construction Camera Serves Multiple Interests in New NBA Training Center for Philadelphia Sixers

ATLANTA, January 7, 2016 – When ground broke along the waterfront in Camden, NJ, last spring, it marked the beginning of a construction project that will culminate in the largest, most advanced training facility in the NBA. Even before crews arrived at the jobsite, key stakeholders had decided to use a live OxBlue construction webcam to document the project. Building professionals, such as real estate developers and general contractors, use construction time-lapse cameras to help them and their teams monitor the build and manage project logistics. Via the construction camera interface, project managers, design teams, investors, and other stakeholders track progress using high-resolution images and high-definition time-lapse videos of the jobsite.

The construction webcam also serves as a broader communications and public relations tool. On projects with a high degree of interest, like stadium builds or renovations for professional and college sports teams, a live link to the construction camera interface gives everyone 24/7 visual access to the jobsite and project progress. Millions of viewers have followed the action on past projects, such as Seattle's Husky Stadium, Washington State's Martin Stadium, and Mississippi's Davis Wade Stadium. And it's not only fans who "tune in."

Business owners and residents also often have a stake in large commercial projects, and those in the Camden area are no exception. The Philadelphia suburb has long struggled against economic disadvantage, and the 120,000 square foot training facility is part of the New Jersey Economic Development Authority's revitalization effort. When completed, the center will be home to the team's basketball and business operations staffs, bringing an estimated 250 jobs or more to the area and activity for local businesses.

Sixers fans, Camden area residents, and current and prospective business owners can track project progress via the construction



Once complete, the 120,000 square foot training center will be the largest, most advanced training facility in the NBA.

camera interface by following this live link: <http://oxblue.com/open/76ers/practicefacility>.

**"Contractors and project owners usually reach out to us because of the benefits our construction camera systems bring to the build, in terms of efficiency, quality, remote monitoring, and reduced travel. We're seeing more and more clients appreciate how valuable they are as marketing and public relations tools too."**

Chandler McCormack, OxBlue CEO

Time-lapse videos, still images, and a live link to the construction camera interface can be integrated into social media and company websites. To learn more about OxBlue construction cameras and time-lapse movies, please contact OxBlue at (888) 849-2583.

---

**About OxBlue:** OxBlue, a leading construction webcam service provider, has been making the jobs of construction professionals and project stakeholders easier since 2001. High-resolution jobsite images, high-definition time-lapse movies, and intuitive technologies connect everyone on the project to the jobsite and with each other for better project management, better communication, and a more efficient build. OxBlue construction cameras are at work across 6 continents and all 50 states, serving Fortune 500 companies and top ENR contractors. For more information, please visit [OxBlue.com](http://OxBlue.com).