

## Schimenti and Boston University Take A Second Look at Construction Cameras

ATLANTA, May, 29, 2013 – OxBlue, a leader in the construction camera industry, announced today the posting of two new case studies on its website: <http://oxblue.com>.

The case studies present the discovery of the benefits of OxBlue's construction webcam technology by two different groups of customers: communications staffers at a major American university and information systems managers at a major commercial contractor.

In each case, the customers had, for different reasons, become disillusioned with construction cameras they had previously used and were looking for something new.

At Boston University, which was building a new Center for Student Services on its busy urban campus, communications specialists were looking for a construction webcam that would help speed up the job to minimize the disruptive impact of a large construction project on the community.

To keep the community informed and maintain good will, the University's Facilities Management & Planning Department wanted to have on-site construction cameras with time-lapse capabilities that would make the photos available to the greatest number of people.

"We wanted to make it easy to see our camera views without downloading any new software," said Lauren Stanton, Communications Specialist for the department.

However, the camera initially offered by the university's IT people had no time-lapse capability and required special software for access. In contrast, OxBlue construction cameras provided everything the communications people were looking for including time-lapse movie capabilities for PR and marketing.

Similarly, Schimenti Construction Company had used construction cameras before, but the cameras had never been able to meet the rigorous demands of construction professionals on the large, complex commercial projects Schimenti is known for.

Those early-generation cameras were unable to withstand the rugged demands of an outdoor environment. They required landlines, which made them problematic on a jobsite and limited their usefulness in remote or underdeveloped areas. Also, the user interfaces were complicated and often required special software.



OxBlue's construction camera was the better option for Boston University to keep the community informed and provide them with time-lapse movies for PR and Marketing.

"In the end, you had very rudimentary views using too many workarounds. It was more effort than it was worth," said Keith Murley, Schimenti Manager of Information Systems.

OxBlue provided a better option.

"It's definitely a worthwhile investment, especially with project teams more widespread than ever," said Murley. "They help cut travel expenses, provide 24/7 visibility and maintain healthy client-contractor relationships."

In each case, OxBlue provided what the customer needed:

- A complete end-to-end solution including hardware, cellular data connection, servers, software and professional time-lapse production expertise all in one package.
- Easy, unlimited 24/7 easy access from a range of computer and mobile devices allowing all stakeholders to view progress from wherever they are.
- Fixed and PTZ (pan, tilt and zoom) cameras rugged enough to come with a lifetime warranty.
- A wireless network requiring no jobsite landline or Internet connection.
- A professionally produced time-lapse movie included in the cost of the camera.

**About OxBlue:** OxBlue is a leading construction webcam service provider, with hardware, connectivity and expertise across 6 continents and all 50 states. OxBlue's time-lapse cameras connect people on and off the jobsite, by improving communication through high-resolution images and time-lapse videos.