



# University of Arkansas Energizes Community and Informs Investors

**Public relations tool proves invaluable to entire project management team**

## CHALLENGE:

Monitor multiple projects in real time for various audiences

With \$200 million worth of expansion and renovation projects underway, the University of Arkansas is bustling with activity.

Some of the projects are slated for completion by the summer of 2013; others will continue through 2015. The construction boom will enable the school to accommodate a growing student population expected to reach 28,000 by 2015 – up from 16,000 in the previous decade.

Construction project planners initially tapped a variety of tools – YouTube videos, blogs and document sharing – to keep stakeholders informed and excited about the school's growth. Nothing tells the story like a picture, but with eight projects in various stages of completion, the University of Arkansas needed an efficient solution for generating real-time, visually compelling progress updates.

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Jay Huneycutt  
Director of the campus planning office for the University of Arkansas

## Benefits of OxBlue Construction Cameras & Technology

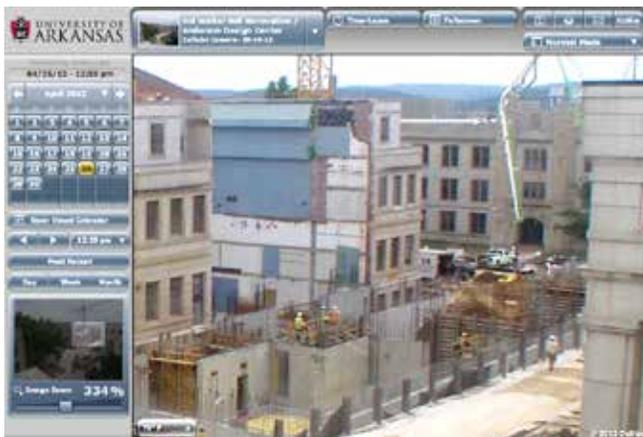
- **Complete end-to-end solution.** Camera hardware, cellular data connection, servers, software and professional time-lapse production expertise are provided all in one complete package.
- **Unlimited 24/7 access on a range of computer and mobile devices** allow all stakeholders to view progress from wherever they are.
- **Professional time-lapse movie production services included.** Movies are a great public relations tool to demonstrate the evolution of a project or to help stakeholders monitor progress.

**SOLUTION:****Construction cameras on each jobsite provide public Web access**

With OxBlue construction cameras, everyone can have 24/7 remote access to any jobsite in order to see the progress being made; that includes project managers, university planning professionals, contractors, alumni and the public.

The first project to receive a construction camera was the Pi Beta Phi's gate and campus walk extension project, a brick walkway and gateway commemorating the 100th anniversary of Pi Beta Phi at the University of Arkansas. Seven additional cameras followed and soon project managers, university development officials and others were logging in to the webcams. Each of the eight cameras, which are monitoring six projects, can be accessed from the university's website by anyone with Internet access.

"The sorority wanted the camera to document progress and show the construction as it was underway. It was originally installed for public relations purposes and was never intended as a tool for construction management," said Jay Huneycutt, director of the campus planning office for the University of Arkansas. However, as stakeholders accessed the project, each took away a benefit from being able to see the jobsite remotely.



Each of the eight cameras, which are monitoring six projects (two on Vol Walker Hall pictured above), can be accessed from the university's website by anyone with Internet access. This means everyone from investors to construction management can see what's going on every jobsite 24/7.

The cameras benefit everyone in different ways:

- University officials are able to take donors and investors on a virtual tour of their projects from a desktop computer, iPad or mobile device.

"One day it was 10 degrees, snowing, wind blowing, and instead of walking around the building to show investors the status, we could show them on the cameras," recalled Huneycutt. "And [by accessing the photo archive] we can see what happened today or what happened a week ago. The time-lapse video function allows us to show progression."

- A pre-construction manager with one of the general contractors for the University of Arkansas's new football center uses the cameras to manage workflow and monitor progress.

"We have two live views, which we use to check on progress and to see where people are at any given time," reported the manager. "It also allows us to go back and verify site conditions at any time – such as snow or rain that prevented work from being done."

- Richard Alderman, an architect with Wittenberg, Delony & Davidson, uses OxBlue cameras to track progress on the school's Ozark Hall Restoration and Honors Wing addition during construction. He enjoys having the ability to monitor construction and reach out to contractors in a timely fashion when he has a concern.

Construction cameras allow every team member – whether they are on-site or miles away – to ensure the timely and accurate implementation of each and every project element.

**About OxBlue:** OxBlue is a leading construction camera service provider, giving numerous Fortune 500 companies the hardware, connectivity and expertise to enable constant access to jobsites through high-resolution, time-lapse, Web-enabled construction camera images. OxBlue's cameras connect people on and off site, and help measure variables such as labor, risk, quality and materials. The cameras provide accountability and increase communications between construction companies and clients.