

OxBlue Construction Webcam Proves Valuable Tool for Developer, Consumers on Historic Ponce City Market Project

ATLANTA, July 28, 2014 – Developer Jamestown, L.P., has been using an OxBlue construction camera on its Ponce City Market project in Atlanta's Old Fourth Ward, which preserves and renovates the historic Sears, Roebuck & Company building into best-in-class office, housing, and retail spaces. As the 3-year-long project nears completion, OxBlue reviewed Jamestown's experience with their construction webcam service to assess how it served the developer's needs.

Jamestown wanted a construction camera for monitoring and documentation purposes, but being able to also use it as a social media tool for the high-profile project was especially important. Constructed in 1926, the Sears & Roebuck building remains the largest brick building in the southeastern United States and had long been a proud landmark in the surrounding neighborhoods. It had fallen into decay over the years, and the Ponce City Market project promised to restore its prominence and revitalize the area.

“Our goal is always to make things easier for our clients. We strive to do that through responsive service and powerful technologies that are simple to use. We're pleased that is precisely the experience Jamestown had on the Ponce City Market project.”

Chandler McCormack, President of OxBlue

From the outset, the community was intensely focused on this project, and Jamestown needed to provide a way for them to see that the developer was both preserving this piece of history as promised and delivering all the amenities it said it would. OxBlue's online platform made it easy to give the public access so they could view the jobsite in real time. This also allowed Jamestown to build a strong, deeply engaged consumer base well in advance of Ponce City Market opening. The project was followed by 35,000 unique viewers accessing it through OxBlue's user-friendly platform.

Jamestown's top priority in choosing a construction camera vendor was responsiveness of client service and support. The



With the help of an OxBlue construction webcam, the Atlanta community could watch the Ponce City Market project transform the historic Sears & Roebuck building brick by brick.

developer needed to know that its needs would be met quickly and effectively throughout the project. OxBlue's proactive support, in which the construction camera is continuously monitored to ensure proper transmission, and direct access to both a dedicated account manager and technical support team member gave Jamestown the assurance it required.

OxBlue's professionally produced time-lapse construction movie of the project was an additional factor in choosing to work with OxBlue. The quality, functionality, and ease of use served the developer's needs for reviewing the project. Jamestown also incorporated the time-lapse video into a variety of social media pieces as part of their consumer-engagement efforts.

For more information about Jamestown and Ponce City Market, please visit www.jamestownlp.com.

For more information on OxBlue construction cameras and construction time-lapse movies, please call 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, 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.