

## EarthCam rolls out new HD Cam in Times Square to Celebrate their 14th anniversary September 1, 2010

NEW CAMERA SPOTLIGHTS HOW FAR THE COMPANY HAS COME IN 14 YEARS



EarthCam [www.earthcam.com](http://www.earthcam.com), the international leader in webcam technology, celebrated its 14th birthday on August 30. In honor of the commemoration, the company has upgraded their popular Times Square cam, to a High Definition cam with audio.

EarthCam has come a long way from their first camera in Times Square 14 years ago — a fixed position webcam that uploaded and presented just one image every minute. Even so, the 320x240 camera caught the attention of millions of Internet users mesmerized by the live view right at the heart of New York City. This live webcam feed takes viewers to the heart of the action and lets them watch New Yorkers and visitors ramble by and wave to the camera in the most famous city in the US.

The new camera, positioned between 46th Street and Broadway, sits 10 feet above the sidewalk. In order to acquire a sharper view of this landmark location, the company replaced the former camera with one of its celebrated tourism systems, the StreamCam HD H.264 with audio.

This is a multiple full-frame, streaming video camera that produces high definition images and real time audio for broadcast quality video.

“What a great time to upgrade to our StreamCam HD camera with audio in one of our most popular locations in the world,” stated Brian Cury, founder and CEO of [EarthCam](http://www.earthcam.com). “It’s the perfect camera to depict just how far [EarthCam's](http://www.earthcam.com) come in our 14-year history and showcases yet another progressive accomplishment along the lines of what we achieve each year. Keep watching; you won't believe what you'll see from [EarthCam](http://www.earthcam.com) over the next 14 years.”

[EarthCam](http://www.earthcam.com) is the recognized global leader in providing webcam content, technology, and software to both consumers and the tourism industry. The company, which started in 1996, delivers millions of live images from thousands of cameras each day and offers an international network of live public access webcams. EarthCam holds the expertise and knowledge to offer consumers the ability to view, create, and share webcam content at anytime and in any location in the world. Clients include Paramount Pictures, New Line Cinema, Walt Disney Pictures, Clear Channel Communications, PBS, ABC, FOX, CBS, NBC, Weather Channel, Discovery Channel, CNN, MTV, Major League Baseball, NFL, This Old House, Coca-Cola, Sprint, Volkswagen, GE, Yahoo!, and NASA.

Visit EarthCam at [www.earthcam.com](http://www.earthcam.com).

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