

EarthCam Launches New MegapixelCam For Retail Developers At RECON 2008

Breakthrough Megapixel Camera with Live Streaming Video to Remotely Monitor Jobsites

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LAS VEGAS — [EarthCam, Inc.](http://www.earthcam.net), (www.earthcam.net) the leader in webcam technology, reinvents the webcam with a new advanced model that features 8 megapixel high def and live streaming video in one revolutionary camera system. This camera is the only 8 megapixel high def model available featuring live streaming video in a heavy-duty enclosure with a maintenance free washer-wipersystem. The breakthrough will be demonstrated for the first time at the EarthCam Exhibit # S8059 during May 18 - 21 at the annual ICSC international event that will be attended by more than 50,000 real estate executives, developers and investors.

"EarthCam advanced technology provides cost efficient webcam systems for developers to remotely, monitor, record and promote real estate projects," said Brian Cury, founder and CEO of EarthCam,Inc. "Advances in high resolution time lapse archiving provide an excellent method of promoting retail developments on corporate websites, in print advertising and HDTV presentations," Cury said.

The new Megapixel Advanced system debuted at RECON 2008 provides the detailed clarity of 8 million effective pixels for an impressive 3264 X 2448 image, delivering 166x higher quality compared to 2048 X1563 image sizes, common to similar 3 megapixel cameras. The flexibility of switching to live full motion video furthers the value of remote monitoring to meet the specific needs of project managers focused on managing day-to-day activities. In addition, the live streaming video enables owners to effectively provide added security on their jobsites.

The MegapixelCam Advanced is also built to withstand dust and sand conditions as well as severe weather with its heavyduty sealed enclosure heater, cooling fan and programmable built-in wiper. The newly developed integrated washer-wiper system reduces the need to service cameras by providing an all-weather washer fluid system. The washer can be operated remotely in a manual mode; programmed to clean at pre-set intervals or automatically respond to inclement weather.

The MegapixelCam Advanced is one of a wide range of webcam systems supported with EarthCam's Exclusive Control Center 7 software that deliver solutions for managing, monitoring and marketing projects. Features include satellite and aerial photography, detailed local weather conditions and auto generated power point presentations for investors.

EarthCam provides complete infrastructure services to manage, host and maintain live streaming and advanced Megapixel video camera systems for its corporate clients. Among them: Atlantic Properties, Barron Collier, Aker Kvaerner, Irving Co., Forest City Ratner Companies, Trammell Crowe, The Related Cos., Inland, Kimco Realty, Vornado, Turner Construction, Tishman, Perini Building, Pike, Parsons, Skanska, Bechtel, URS, Disney, Coca-Cola, Ford, Sprint, Toyota, Panasonic, Yahoo!, Northrop Grumman, New York City Department of Transportation, Boeing, NASA, Bovis Lend Lease, Lockheed Martin, City of Chicago, GSA, Army Corps of Engineers, and Office of Homeland Security.

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