

BY BRIAN CURY

Communicating with Webcams

Consider these 3 time-saving factors when selecting a jobsite collaboration camera



The building industry is increasingly competitive, causing professionals to search for innovative ways to save time and money. Installing a construction camera can provide a simple and affordable way to collaborate with team members and manage projects. An experienced webcam company can provide all the technology you need to continuously check in on development at each of your jobsites by documenting progress and creating a broadcast-worthy time-lapse movie.

There is no substitute for being able to see your construction project live, especially when every member of the team can view the same image simultaneously. Rather than traveling to and from a jobsite, you can make decisions quickly when you log on to your webcam's interface directly from your computer or mobile device, ultimately saving time for that project. Cameras can also enhance lean construction practices by improving reliability, profit margins and the overall quality of work.

There are many factors to consider when choosing how to deploy a camera solution. Rather than calling a security camera provider or your IT department, consider an experienced webcam partner that offers robust technology and software specifically designed to capture and document construction.

In addition to keeping tabs on real-time progress, use historical content to track every phase of construction. Search for a webcam that allows you to upload photos of the jobsite, add notes and markings and promote positive public outreach via social media. Another benefit of an advanced hosting service is that it can easily integrate jobsite photography and other project management software for a unique collaboration tool.

To be sure to get the camera that is best suited for your particular jobsite and project, consider the following three factors when selecting a jobsite collaboration webcam.

1. CAMERA QUALITY

Not all webcams are created equal, and more megapixels do not always create better results. A digital SLR camera can utilize up to 12-times larger sensors than the small image sensor found on point-and-shoot cameras or CCTV security cameras. A larger sensor gathers more light and delivers higher resolution, resulting in a superior quality image. Having a clearer picture of equipment, personnel and situations on your jobsite is essential. How many times have you heard someone say, "Let's review the footage," after an incident, accident or claims dispute, only to find that the resolution was not clear enough to see the jobsite?

Also, seek a reliable system that can operate long term and in all weather conditions, whether you typically encounter below-freezing or above-average temperatures. For the best view of a jobsite, cameras are often mounted on top of a pole or another hard-to-reach location, so choose a system that comes equipped with a remote controllable lens wiper to ensure the camera stays clean.

2. PROFESSIONAL INSTALLATION

Your webcam provider should understand that producing quality images of your project requires careful location planning and a total creative vision. To ensure continuity, the same company you purchase the system from should also install the camera, maintain the physical system and have the appropriate certifications and insurance. The most advanced construction cameras can be placed anywhere using solar power and 3G, 4G or satellite wireless providers. The right partner will help set up these options and secure optimal locations.

3. MARKETING TOOLS

With today's competitive market, promoting your company and its capabilities has taken on a new level of importance. An added benefit of documenting your project with a construction camera is being able to share milestones with key

audiences such as owners, investors, benefactors and the public. Community members will appreciate the ability to go online and check in on their favorite team's future stadium, the demolition of a local building or the highway they take to and from work every day.

The right webcam company offers marketing tools to compliment your project website, such as high-definition images to post on Facebook, Twitter and Instagram, time-lapse movies for use in presentations and video for local and national media outlets. By embedding the live view in a public page, you can inform interested individuals about the development of a project while driving traffic to your website and increasing your company's ranking in search engines.

As the building industry continues to develop, executives will rely on innovative technology that can help with project management. Choosing to install a

professional webcam is a simple way to monitor your project while saving time and money for the entire team. With so

many moving parts on a jobsite, cameras are an essential part of great communication and collaboration. **CBO**



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Brian Cury launched EarthCam in 1996 and has developed systems for many applications, including construction, transportation, security and tourism. EarthCam has provided live streaming video and time-lapse construction cameras to corporate and government clients in major cities around the world for the past 18 years. EarthCam projects include the National September 11 Memorial and Museum, Statue of Liberty and Washington Monument Restorations, Panama Canal Expansion, Smithsonian Institution Restoration and more. For more information, visit earthcam.net.



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