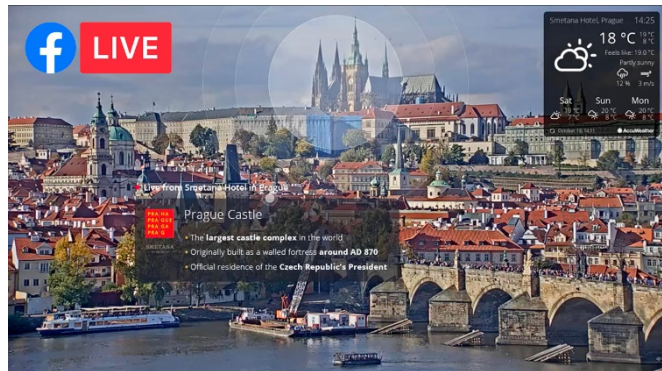


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Surveillance cameras meet Facebook Live. The CamStreamer App now lets users stream to Facebook 24/7

CamStreamer, a developer of streaming applications for Axis IP cameras, announces a major release. From now on, users of the [CamStreamer App](#) can stream live to Facebook for an unlimited period of time. This unparalleled service makes it possible to schedule and launch a live stream from an Axis IP camera to Facebook in just a few clicks.

“The CamStreamer App is deeply integrated with the Facebook Live platform and offers many options for launching your stream or displaying it on your Timeline or Facebook Page. With social media users consuming more live video content than ever before, this service can significantly boost engagement on a Facebook page or Timeline and expand its reach,” says David Capoušek, CamStreamer CEO. He continues: “Live streaming has been on the rise for a while now, but the CamStreamer App offers unprecedented ease and simplicity. With this app, running a high-quality 24/7 live stream on Facebook is almost maintenance-free.”



Choose from different launch options

There are two streaming modes for Facebook. With Regular Mode, users can stream for up to eight hours with the recorded video available on their Timeline/Page after the stream has ended. The Ambient Mode is best for 24/7 streaming, but the video isn't recorded and is no longer available once the stream has stopped. There are also several launch options. Users can start a live stream to Facebook manually via the application's user interface, via an external button connected to the camera, or automatically. There's also an option to schedule a one-time launch for a specific date and time, or to set a regular weekly schedule, e.g. every Friday from 6 p.m. to 8 p.m. In both cases, a countdown is displayed in the window containing the stream before start, so users know when to tune in.

Live videos – the most appealing content

Statistics prove that Facebook live videos are attracting more attention than any other type of content. People [spend 3x as much time](#) watching a Live video than a pre-recorded one. Moreover, on average, Facebook live videos [receive 6x as many interactions as traditional videos](#). “We still see many more live streams from network cameras on YouTube than on Facebook. We hope, however, that our new integration will help make live streams from IP cameras available to the billions of Facebook users who seem to love live videos. There's immense potential,” explains Mr. Capoušek.

While live streaming from a smartphone is quite common within the Facebook platform, IP cameras offer some unique features. Thanks to their surveillance origins, IP



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cameras are robust, impact-resistant, and often outdoor-ready. CamStreamer also offers integration with other social media platforms and CDNs such as YouTube, Dacast, Vimeo, Periscope.tv, and Twitch.tv. With another application from CamStreamer, the [CamOverlay App](#), users can customize their live stream with a weather widget, info ticker, or custom overlay infographics.

You can watch an example of the new integration on the [CamStreamer Facebook Page](#).

For more information about CamStreamer and their products, please contact:

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About CamStreamer

CamStreamer is the Czech developer of the eponymous application for AXIS IP cameras that allows for cost-effective (often free) and user-friendly streaming of video content directly to the internet. The CamStreamer applications are used by thousands of individuals, organizations, and television companies around the world for video streams from recreational areas, weather monitoring activities, cultural broadcasts, educational programs, sporting events, and others. CamStreamer develops the CamOverlay App, which makes it possible to add dynamic graphics to videos in real time from online sources; the CamStreamer App, which converts video sources from cameras to many other formats and protocols and can, for example, deliver online streams directly to YouTube, Facebook Live, Dacast, etc. without the need for a PC; and the CamScripter App, a unique application that makes it possible to run micro apps directly on an Axis IP camera. For more information, please visit www.camstreamer.com.