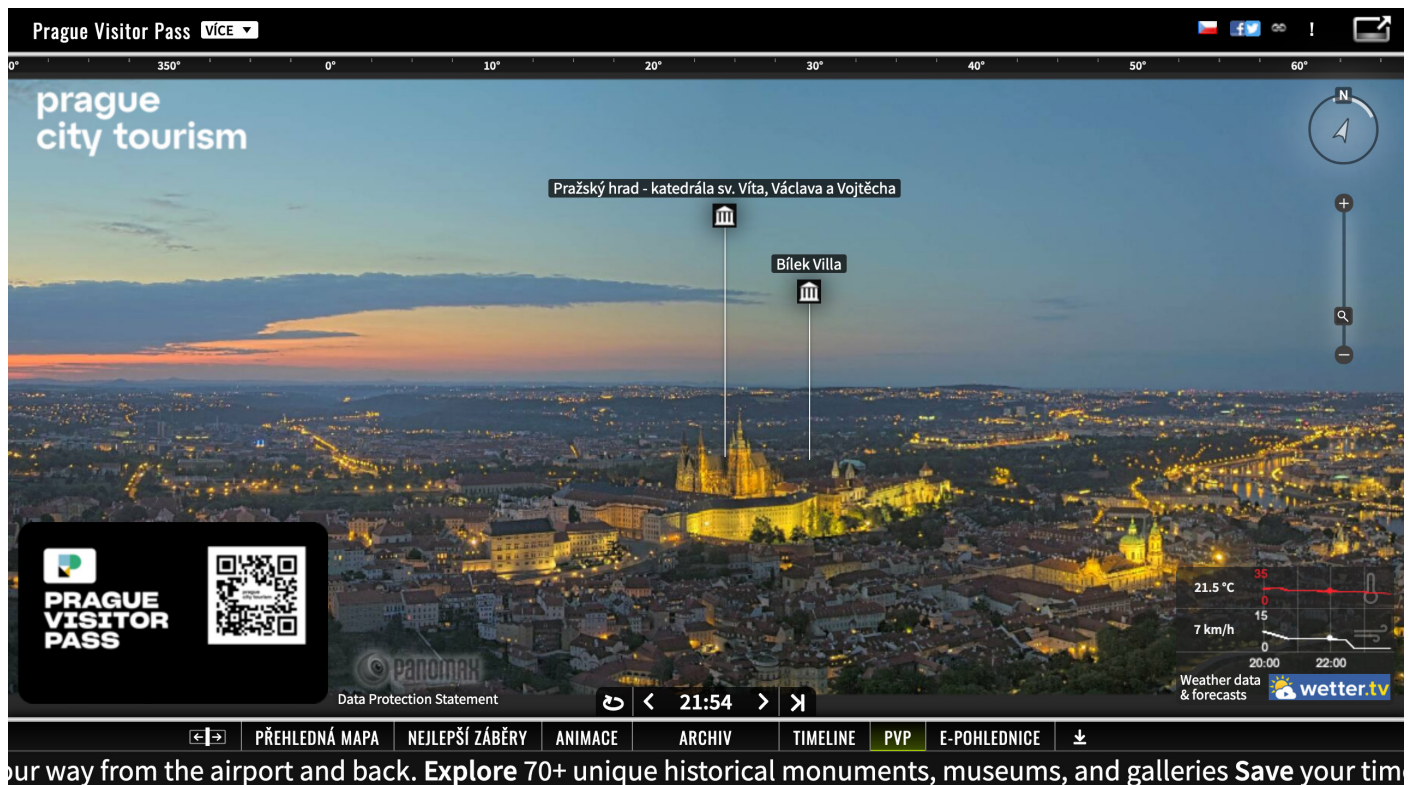


# NetRex for Travelling and Experiences Brings Tourists to Prague



## Mission

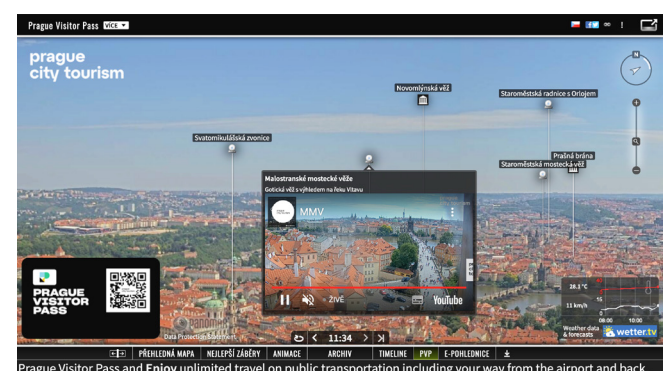
Even cities generally counted among **the most beautiful places in Europe** need to be promoted effectively. That's exactly what the **Prague City Tourism** agency had in mind when they decided on a new project to **digitally promote Prague** and support the sales of a new tourist card Prague Visitor Pass. Prague City Tourism put trust in the NetRex company, whose mission was to install a technical solution that generates desired content, but doesn't disrupt **the appearance of historical buildings**.

## Solution

The solution consists of **eight AXIS IP cameras** placed on six historical towers in Prague. All cameras are connected to the **NetRex cloud platform** for easy remote management and in most cases use already existing internet connection to **reduce operating costs**.

The main camera, a panoramic **AXIS Q3819-PVE with 14Mpx and 180° field of view**, is placed on the Petřín

Lookout Tower. "We chose the **Petřín Lookout Tower** for its height and unique position. Thanks to that, the camera beautifully captures the whole Prague panorama including the Prague Castle and the Old Town," explains **David Capoušek, the CEO of NetRex**. Photos are captured in **five-minute intervals** and uploaded to Panomax servers. There they are processed into a **live presentation with interactive hot spots**, time-lapse photos, and best pictures selection as well as a **QR code for buying the Prague Visitor Pass**. All pictures captured by the camera since its deployment are **archived on the server**.



Livestreams from the **other seven fixed cameras** ([AXIS P1448-LE](#) and [AXIS P3248-LVE](#)) are utilized in the hot spots feature. [St Nicholas Bell Tower](#) and [Old Town Bridge Tower](#) each have two cameras alternating within one livestream. [Lesser Town Bridge Tower](#), [Old Town Hall Tower](#), and Powder Gate Tower each have one camera. All cameras are livestreaming 24/7 directly to YouTube including informative graphic overlays in the form of weather widgets. **CamStreamer in-camera applications** are used for streaming. All recordings without the overlays are saved on SD cards in full quality.



## List of Supplies

Video quality:	HD
Audio:	no audio
Typ kamery:	<a href="#">AXIS Q3819-PVE</a>
	<a href="#">AXIS P1448-LE</a>
	<a href="#">AXIS P3248-LVE</a>
Technologie:	<a href="#">NetRex Cloud</a>
	<a href="#">NetRex Streamer</a>
	<a href="#">Panomax</a>
ACAP aplikace:	<a href="#">CamStreamer App</a>
	<a href="#">CamOverlay App</a>
	<a href="#">CamSwitcher App</a>
Streaming platform:	<a href="#">Panomax</a>
	YouTube.com
Location:	Prague

## Result

“Entering the project, we had an idea of using livestreams not only for the promotion of attractive tourist places but also for the promotion of the Prague Visitor Pass. However, we weren’t sure how to handle the corresponding website. Thanks to NetRex, we’ve learned about NetRex Panomax and after a few customizations, we knew it’s the solution for us,” said **Petr Soukup, the IT Director of Prague City Tourism**. Apart from low operating costs and fast implementation, the biggest advantage of the solution is its **versatility**: one camera output can be used to create [an unlimited number of instances](#). Besides the interactive presentation used mainly for the promotion of the Prague Visitor Pass, the solution also utilizes the **Panotour function** intended for hotel receptions. A fully automatic Panotour includes a QR code for selling Prague Visitor Pass which earns the hotel a commission. Last but not least, all footage can be used for **other marketing purposes**. “The solution isn’t interesting only for tourists. Anybody can have fun while watching the livestreams or use them as a weather forecast,” adds Soukup.

## NetRex for Travelling and Experiences

The Prague City Tourism project is the flagship of [NetRex for Travelling and Experiences](#) solution intended for clients in the **tourism industry**. The solution is built on [AXIS IP cameras](#), the [NetRex cloud platform](#), and the [NetRex Streamer](#) and [NetRex Panomax](#) services with NetRex being **the sole representative of Panomax for the Czech and Slovak Republic**. NetRex for Travelling and Experiences brings clients unique marketing tools for the promotion of their projects, be it a tourist resort, a hotel, a sports complex, or a ZOO.

Read more on [netrex.cz](#) a [zazitky.netrex.cz](#)

## About Prague City Tourism

Prague City Tourism was founded in 1958 as the Prague Information Service. The agency focuses on destination management and the sustainable development of tourism in Prague.

Read more on [praguecitytourism.cz](#)