

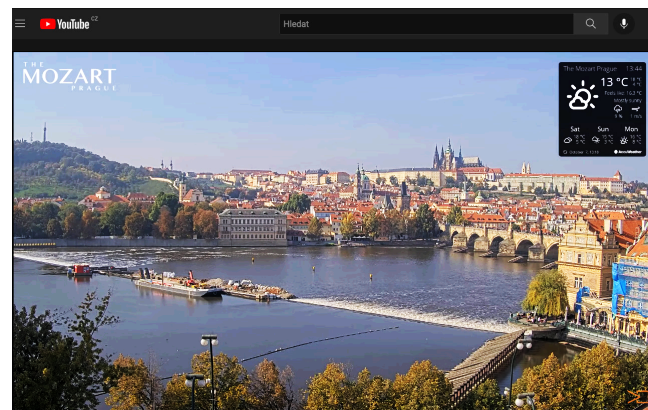
# Double Promotion: Hotel Mozart Uses Livestreaming for Hotel TV and More

## Mission

The Mozart Prague Hotel is located on the Smetana Embankment just a few steps from Charles Bridge. However, the impressive view from its roof is not open to the public. The hotel management decided to provide it via **livestreaming**. The NetRex company was tasked with deploying a solution that will livestream both into **the closed circuit of the hotel TV** and **public YouTube channel**.

## Solution

[AXIS P3248-LVE IP camera](#) was installed on the roof of the hotel. The camera was connected to the [NetRex cloud platform](#) for easy remote management and **a headend** for connection with the hotel TV circuit. The livestream is provided by [NetRex Streamer](#) service for **parallel broadcasting of several livestreams with individual overlay graphics**. The YouTube livestream contains the **hotel logo** and **up to date weather widget** while the hotel TV livestream contains both of the previous features as well as **the Prague Visitor Pass promo discount offer** and **info ticker** with the current hotel restaurant menu.



## Result

Thanks to the implemented solution, hotel guests can watch the livestream from the hotel roof on a **hotel TV channel**. Apart from **fresh weather information** and hotel announcements, the guests can also get a full real-time picture of the outside and plan their program accordingly. At the same time, the camera is **livestreaming directly to YouTube** and entices new potential guests.

## List of Supplies



Camera model:	<a href="#">AXIS P3248-LVE</a>
Technology:	<a href="#">NetRex cloud platform</a>
	<a href="#">NetRex Streamer</a>
	<a href="#">YouTube.com</a> + Hotel TV
Location:	Praha



## The NetRex Streamer Service

The [NetRex Streamer](#) service allows **livestreaming from an IP camera** directly to social media or a webpage. The livestreams can be completed by **dynamic graphic overlays** in the form of a company logo, info ticker, weather widget, or banners with special offers. The service allows **the integration of third-party services**.

Read more on [netrex.cz](https://netrex.cz)

## AXIS IP Cameras

Axis Communications is **a leading manufacturer of IP cameras**. Their wide selection includes fixed, PTZ, panoramic and thermal cameras equipped with **excellent optical performance**, advanced features, and **a high-performance processor**. This allows them to run **in-camera streaming apps**.

Read more on [axis.com](https://axis.com)

## About the Mozart Prague Hotel

The Mozart Prague is a five-star hotel located in the Pachtá Palace built at the end of the 18th century. The hotel's history is connected not only to **Wolfgang Amadeus Mozart** but also to **Giacomo Casanova** or **Václav Havel**.

Read more on [themozart.com](https://themozart.com)

