



Become a
PARTNER



CAMSTREAMER
is developing
unique applications
for Axis IP cameras.

Why should I be INTERESTED?



A fast-growing market

100 mil. IP cameras sold annually around the world, \$14.5 billion market size.



Interesting margin from the sale of our apps

You sell IP cameras. You can add the margin from the sale of applications for these cameras to your overall profit.



New target groups for your business

We can show you possibilities and you can make creative solutions for customers in new areas. And, you can expand the revenue from your current customer base.



Sales support tools provided by CamStreamer

We make increasingly powerful products. We'll help you with your business. We create sales arguments for your sales and support them with useful tools. We'll also support and consult your solutions with you. We'll take care of you as a partner.

81%

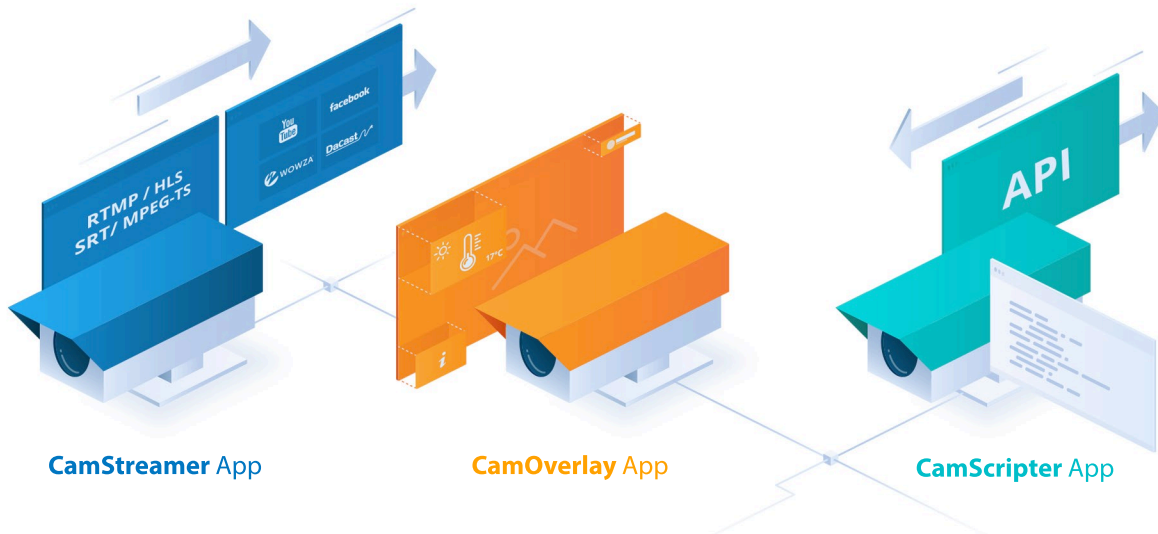
year-to-year growth in interest

in live streaming solutions. This is your chance to take a larger cut of this market.



What is CAMSTREAMER?

- Embedded apps in Axis IP cameras, no PC needed, very simple to install
- Updates and new functions for our apps provided on a regular basis
- Our apps run on more than 4,000 cameras, more than 600 active attractive streams in our Live Gallery
- Our focus - the media broadcast segment, automated streaming, 24/7 streaming
- Current CamStreamer end-users from many areas - Travel&Business, Sports&Events, Culture&Religion, Wildlife&Nature etc.



PORTFOLIO OF APPLICATIONS:

CamStreamer App

Online streams to platforms such as YouTube, Facebook, Dacast, etc.
Conversion of video provided by the camera into a different format and distribution via a selected protocol.

CamOverlay App

Embedding own graphics, ready-made widgets (weather, scoreboard), text, or a combination of these features directly into the image, which is output from the camera.

CamScripter App

A communication script bridge between the camera and other systems, making it possible e.g. to insert 3rd party data into the image or send data from the camera directly to a certain system.

Who is CAMSTREAMER?

- Czech company based in Prague
- Axis ADP partner for more than a decade
- Developer of embedded streaming apps
- Company with partners and customers worldwide





STREAMING APPLICATION

What is CamStreamer App

CamStreamer App is a smart application that runs onboard of an Axis IP camera and streams live video right to YouTube, Facebook and many other streaming platforms.

How CamStreamer App works

CamStreamer App leverages the power of an Axis IP camera and sends live video right to your streaming platform. No need for an extra computer, public IP address or complex configurations.



What does the application do?

Online streams to platforms such as YouTube, FB, Dacast, etc.

How does it function technically?

Converts video provided by the cameras into a protocol that platforms such as YouTube, FB, Dacast, etc. can work with

Who is the app aimed at?

For anyone who wants to stream online over the internet – tourist centers, zoos, for birdwatching, cities, sports and social events,...

How difficult is installation?

Easy (can be done by end user)

Conversion of video provided by the camera into a different format and distribution via a selected protocol

Converts to the following protocols – RTMP, MPEG-TS, SRT, HLS

Cities, traffic police, and other camera aggregators that want to gradually exchange old analogue infrastructures for new ones but don't want to change their network operations center

Medium difficulty (can be handled by a more technically adept user or system integrator)

Key benefits

Embedded in camera; No PC needed; Easy configuration; Many protocols and platforms; Multiple streams; Excellent video quality; PTZ camera tours; Digital autotracking; Local live audio, network audio or MP3 local audio loop; Time schedules; Stream triggers; CamStreamer API ... check all at www.camstreamer.com

One-time payment for life-time licence with 1 year of support

\$299 or **€269**



OVERLAY GRAPHICS

What is CamOverlay App

CamOverlay App is a smart application that allows dynamic overlay graphics in video right on an Axis IP camera. Setup is easy. You can choose from preset overlays.

How CamOverlay App works

CamOverlay App is a smart tiny application running inside an Axis network camera. With this app you can add weather info, sport results or your own dynamic overlay graphics right into live video stream.



What does the application do?

Embedding own graphics, ready-made widgets (weather, scoreboard), text, or a combination of these features directly into the video, which is output from the camera

How does it function technically?

The application directly in the camera embeds graphics, including transparency into the image signal. This signal then travels out of the camera with the pre-embedded graphics. It is also possible to use PTZ cameras and display various graphics for specific camera positions. The application also allows the user to embed PIP images from another camera.

Who is the app aimed at?

For anyone who wants to make their video stream more attractive by adding a logo, descriptive graphics, text captions, or active widgets. With the help of the CamStreamer App, users can broadcast these streams online.

For industry, security, and other segments where it is necessary to display certain information directly in the image that cannot be altered. In cooperation with the CamScripter App, it is possible to display data from 3rd-party systems directly into the image, or data that will be created by script based on certain input.

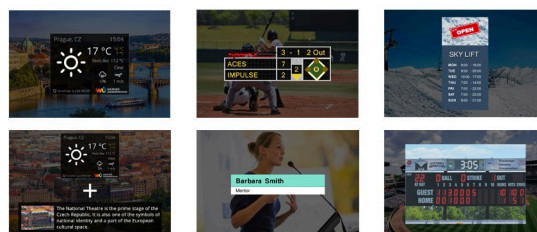
How difficult is installation?

Easy – adding a logo to the image (can be done by end user)
Medium difficulty – embedding own graphics, widgets, or setting up a PTZ tour (can be handled by a more technically adept user or system integrator)

Difficult (can be handled by an IT technician, programmer, or system integrator)

Key benefits

Weather, Live Score, Info graphics, Combine graphics, Conference, Picture in Picture ... check all at www.camstreamer.com



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\$299 or **€269**

Or \$499 (€459) in bundle with CamStreamer App



SCRIPTS FOR YOUR CAMERA

What is CamScripter App

The CamScripter App is a unique application that allows you to run micro apps directly on an Axis IP camera. You can choose from presets or tailor-made micro apps.

How CamScripter App works

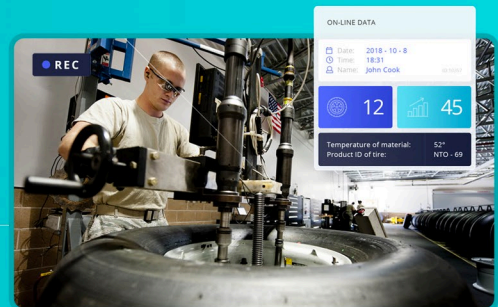
CamScripter App is an application running inside an Axis network camera. In combination with the CamOverlay App, it allows you to embed any data from any sources into your video.



CAMSTREAMER
CamScripter App

CAMSTREAMER
CamOverlay App

Data from
3rd party
system



What does the application do?

A communication script bridge between the camera and other systems, making it possible e.g. to insert 3rd party data into the image or send data from the camera directly to a certain system

How does it function technically?

The app is a JavaScript interpreter that can be used to send various data into and out of the camera

Who is the app aimed at?

For industry, security, and other segments where it is necessary to display certain information directly in the image that cannot be altered. In cooperation with the CamOverlay App, it is possible to display data from 3rd party systems directly into the image, or data that will be created by script based on certain input. It is for anyone who needs more than what the CamOverlay App's integrated services offer, i.e. anyone who wants to insert visualized data from their systems into the image and does not want to use a computer to create the graphics. Not only is the CamScripter App capable of creating graphics for CamOverlay App, it can also handle a number of automation tasks that the built-in event logic in Axis cameras can not. As mentioned above, there is no need to use a computer for this automation.

For security or tourism industries where streams can be made more attractive by adding data from other systems (e.g. heat sensors, customer counter, etc.). In cooperation with the CamOverlay App, this data can be displayed in the image and, using the CamStream App, it can be streamed online via platforms such as YouTube, FB, etc.

How difficult is installation?

Difficult (can be handled by an IT technician, programmer, or system integrator)

Key benefits

Add functions to your IP camera; Micro apps run as packages; Universal usage; Tailor-made apps to fit your specific needs; UI in micro apps; Public or private usage; Work even without video embedding ... check all at www.camstreamer.com

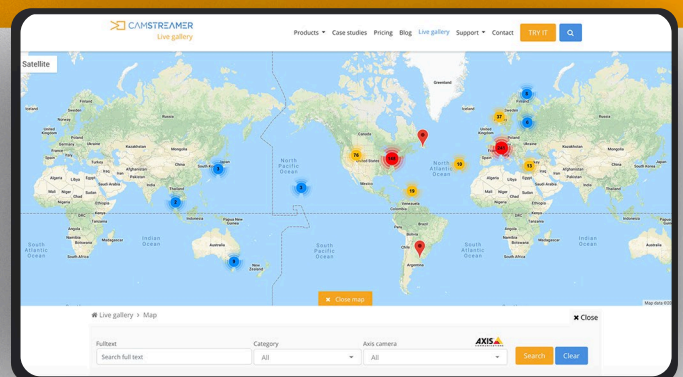
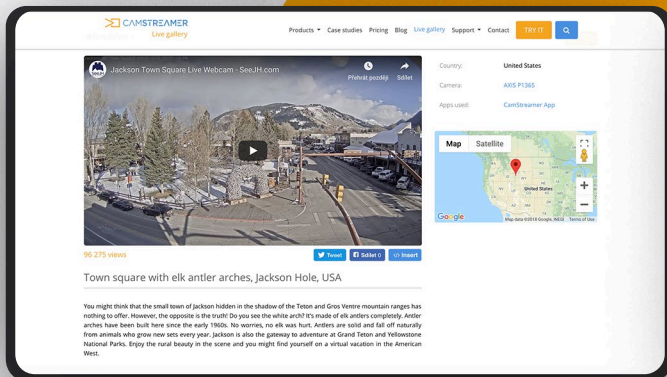
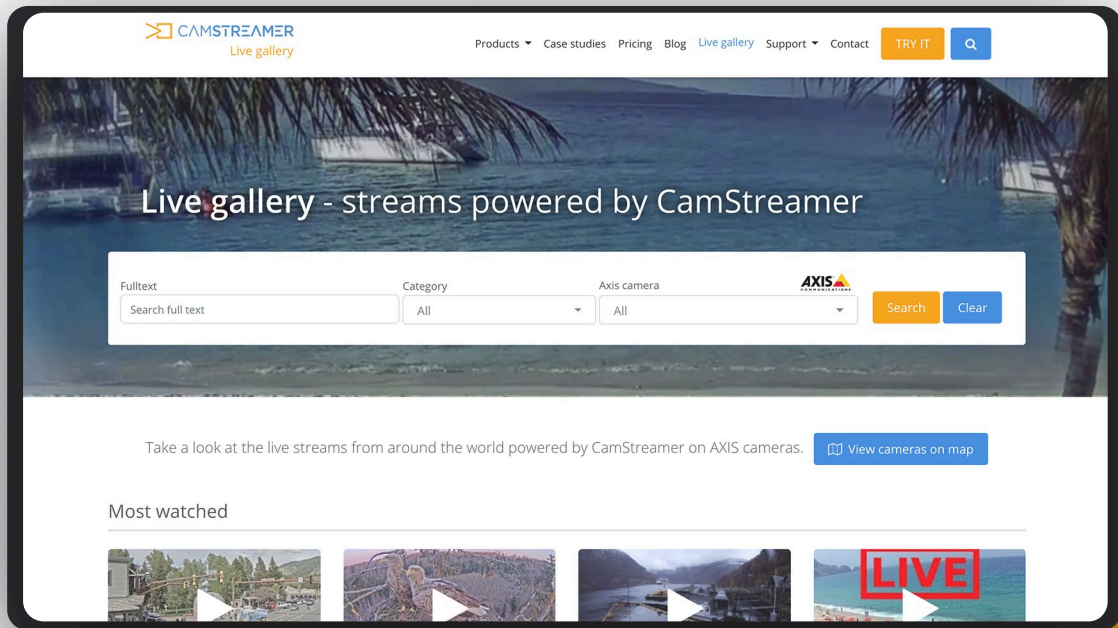
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for life-time licence
with 1 year of support

\$199 or **€179**

Show your Axis camera in action

LIVE GALLERY

- Unique tool for supporting your business - www.camstreamer.com/live
- Show your clients high quality shots from real Axis cameras
- Hundreds of beautiful streams powered by CamStreamer exclusively on Axis cameras
- Tourist cameras, construction cameras or wildlife cameras from all around the world
- Filter streams powered by specific Axis camera models
- Show clients how the model works in different lighting conditions (day and night)
- Use links to real cameras in your business offers (example: <https://camstreamer.com/live/search?camera=Q6055-E>)



Partner program

PROGRAM BENEFITS



Discounts on license purchases based on your performance



Free licenses of our apps for your demo purposes (one license of each of our apps every year)



Presentation of your company or organization in the partner section of our web pages



Sales and technical support provided by our experienced team



Promotion of your streams in our Live gallery - you will be given your own link for promo purposes



Early access to new apps, new features, beta testing

CONDITIONS

We will keep you in our partner section and provide you with advanced support on the following conditions:

1. You make an initial purchase from us of any 2 of our app licenses (the first bulk order or cumulative purchase of 2 licenses).
2. You will quarterly purchase a minimum of any 2 licenses from us.
3. You will clearly present the CamStreamer product offer and your added value for customers on your web site (camera recommendation and sales, installation, configuration, support, etc.).
4. You will regularly participate in CamStreamer webinars / training sessions as we want to keep you updated.

How do I become a
PARTNER?

Basically contact us on
sales@camstreamer.com