



CHOOSING THE RIGHT WEBCAM HARDWARE UNDERSTANDING YOUR OPTIONS

LIVE WEBCAMS have become a popular marketing tool for hotels, resorts and attractions but with so many different webcams and streaming services available, it can be a stressful and challenging process to find the best solution for your business. **START BY** choosing hardware that meets your unique needs based on variables including lighting, placement, movement, and environment. Let's explore **FOUR FACTORS TO CONSIDER** before purchasing your webcam hardware:

LIGHTING

INFRARED VS NO INFRARED



IP cameras featuring infrared LEDs offer enhanced visibility in low-light or dark environments due to their capability to emit and detect infrared light. The advancement of infrared technology, particularly in PTZ (Pan-Tilt-Zoom) cameras, has significantly progressed in recent years. These cameras can now provide clear vision even in complete darkness, regardless of the camera's direction, reaching distances of up to 650 feet and beyond in certain instances. For wildlife applications, an IP camera with infrared capability is often considered essential.

- ▶ *Need assistance choosing the best camera for your needs? HDOnTap is happy to help!*

WEBCAM MOVEMENT

FIXED VS PTZ (PAN, TILT, ZOOM)



Are you seeking a live stream with a single static view, or do you prefer the flexibility of showcasing various angles and vantage points? This choice boils down to selecting between a Fixed and a PTZ (Pan-Tilt-Zoom) camera. Fixed cameras provide only one angle and require manual adjustment, although digital zooming is usually available. In contrast, PTZ cameras offer a range of motion, enabling coverage of a significantly larger area without compromising image quality.

- ▶ *Use a PTZ camera and HDOnTap's streaming service to create a customized preset tour of the views you would like to broadcast. Share your favorite viewing angles at the speed and duration of your choosing.*

CAMERA RESOLUTION

HIGH DEFINITION CLARITY

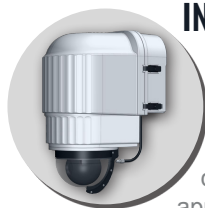


User expectations regarding the resolution of live video feeds are on the rise, partly influenced by the widespread adoption of 4K Ultra HD (3840x2160) television in broadcast media and the expanded availability of broadband to a larger audience. Previously, a 720p HD (1280x720) camera sufficed for most needs. However, nowadays, a 1080p HD (1920x1080) resolution, offering over twice the pixel count, is deemed adequate for delivering clear, high-definition video streams. While a 4K Ultra HD webcam technically offers even higher resolution for live streaming, its effectiveness also hinges on the availability of increased network bandwidth.

- ▶ *While image quality is influenced by the webcam's resolution, the sharpness of focus and lighting conditions also come into play. HDOnTap can assist you with finding the best setup for your camera based on these factors.*

ENVIRONMENT

INDOOR VS OUTDOOR



Most webcams are not weatherproof! It is important to make sure your webcam is in the proper enclosure to keep destructive elements at bay, including moisture, rain, salty air and dirt or debris. Enclosures should also provide appropriate conditions inside the housing to keep your hardware in an ideal environment. Look for features including circulation fans, temperature regulation, non-corroding or rust-proof materials, and secure mounting hardware.

- ▶ *Take advantage of outdoor enclosure systems designed for all environments by HDOnTap's sister company [X Stream Designs](#).*

TAP INTO THE POWER OF LIVE STREAMING VIDEO

GET STARTED

EXPLORE PACKAGED OR CUSTOMIZED SOLUTIONS TO MAXIMIZE YOUR BRAND'S IMPACT ONLINE WITH THE GUIDANCE OF OUR EXPERIENCED STAFF

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