

## Bringing live views of nature out of hibernation with Axis.

The Internet Nature Channel shows the bird's eye view with streaming Axis network cameras.



**Organization:**  
Internet Nature Channel

**Location:**  
Coral Gables, Florida, USA

**Industry segment:**  
Commercial

**Application:**  
Live streaming

**Axis partner:**  
JES Hardware Solutions

### Mission

As multimedia interest has grown in the age of video on demand across the world, JES Hardware Solutions set out to design a creative solution for live streaming. In support of organizations across the United States, JES centralized efforts on the Internet Nature Channel (INC) and strategized with groups to fulfill each one's desire to add live and recorded video to their online presence. As most people rarely have the chance to view most animals in their natural habitat, the goal with these projects is to bring that experience to those who can't go seek it out on their own.

### Solution

Using varying high-definition Axis PTZ and fixed network cameras, INC has helped a selection of charities and further organizations in their implementation of a live streaming camera. The process has included inventive and resourceful solutions when working in unideal and remote conditions, many times going to high ground and other places where people never thought cameras could be placed.

### Result

As INC spread its portfolio, more organizations have jumped on the opportunity to partner with them for a streaming camera. From a beaver dam to a pair of falcons on the Hudson River in New York, the cameras have brought on continued surprises and positive views that are often shared globally. With the ability to go viral, the national bald eagle drew over five million unique visitors in one day to go along with multiple pieces of national coverage linking to the stream. The hope is to continue to branch out and share the beauties of wildlife in its natural habitats.

**“Axis is a brand I know and have had great success with. People come to me and ask about other cameras, and I say “I don’t know” because all I know is that the Axis cameras always work for me.”**

James Sessions, President, JES Hardware Solutions.

### Taking on a networking beast

When James Sessions, President of JES Hardware Solutions, assisted a wildlife preserve in New Jersey in their implementation of a live streaming high-definition camera on a nest box, little did he know that a new focus would prevail in his career. A longtime installer of network camera systems, Sessions started deploying solar powered cameras in recent years for streaming purposes. As word got around about this service, the Internet Nature Channel (INC) was born.

Working both with independent organizations as well as streamlining on its homepage interface, INC has taken on a variety of projects to assist organizations and charities configure network camera setups in natural environments, often in very remote areas.

### Streaming remotely without losing quality

When the American Eagle Foundation called, INC stepped in to specify a setup for an eagle nest 150 feet up in the air. The process entailed bringing an arborist on board who was able to use an ascender to climb the tree and haul all of the equipment up. Now the organization proudly displays a feed of the the nest and surrounding area with an AXIS Q6045-E Mk II PTZ Dome Network Camera.

The AXIS Q6045-E has proven to be a valuable asset with its outdoor-ready housing and 32x zoom in 1080p quality footage. The same camera is deployed at a falcon's nest in New Jersey, a wetland center in Texas and another nature reserve, among multiple other sites.

“Because the Axis cameras are pretty rugged and durable, even in some of these nature environments,” explained Sessions, “we haven’t had any trouble with them. Some of them have been running out there for three-plus years.”

With unique conditions that vary per project, INC brings solar power to many of the installations, especially those without any close connection to general electricity. Using existing nest boxes on poles and a custom swing arm, many of the cameras run over Wi-Fi or a cellular connection. One instance at a marsh utilizes Wi-Fi across a seven mile hop over the wetland.

For an osprey nest in Maine on a secluded island, INC had to push off installation until winter when the ground would freeze so that draft horses could raise the pole and nesting platform.

“The Axis pendant mounts are really good and rugged, so we can tack them to tree branches and poles,” Sessions explained. “And then the cameras are easy for people to set up. I can tell them over the phone how to do it.”

If further lights are needed in outdoor setups at nighttime, they add IR illuminators to create a viewable image. Sometimes seeing isn’t enough, in which case INC uses an AXIS P8221 Network I/O Audio Module to loop in audio with a Phantom microphone, like at Stone Harbor also in New Jersey.

### Animals in action

Organizing these live streaming feeds is only the beginning, as the stories and clips that are viewed through the Axis cameras bring the nature to life for enthusiasts and casual followers alike. By capturing footage, the American Eagle Foundation watched the birth of a baby bald eagle. Combing through the video, they could see the first egg, a baby breaking out of its shell and up through its first years of growth.

For extreme closeup views, the Conservative Wildlife Foundation of New Jersey secured an AXIS P1214-E Network Camera to show the inside of a falcon nest box without interrupting the bird's routine.

The streams also allow nature preservers to identify possible negative influences on animal life as well. They can spot vultures and buzzards come by the nests at different points during the week, and watch as ospreys collect garbage like mylar balloons and their ribbons.

“Our whole reasoning here is we are trying to bring awareness to these charities,” concluded Sessions. “The best way to do that is to show the people what the charity is about. These birds, this habitat, this wetland; that’s what it is really about.”

