

# Axis IP cameras create online broadcasting system for Hermitage's Youth Educational Center.

Baltic Media Company creates a unique online broadcasting system in St. Petersburg.



**Organization:**  
Youth Education Center,  
State Hermitage Museum

**Location:**  
St. Petersburg, Russia

**Industry segment:**  
Education

**Application:**  
Broadcasting

**Axis partner:**  
Baltic Media Company

## Mission

The Youth Educational Center of the State Hermitage Museum is an environment meant for creation of experimental educational and cultural programs dedicated for students from St. Petersburg, other Russian cities, and abroad. In particular, the center arranges various workshops with members of the art community who host lectures, conferences, round-table discussions, and seminars. While some of these events are broadcast online, the center had also planned to record events and upload them to the Youth Educational Center's website. Therefore, these projects required a flexible online broadcasting and videoconferencing system that could be used for any kind of activity.

## Solution

The system design and installation at the Youth Educational Center of State Hermitage Museum was carried out by specialists of Baltic Media Company.

A new system based on Axis IP cameras and project-tailored software replaced the conventional videoconferencing system, which failed to meet the modern requirements of the center. High-quality video and sound played a crucial role when choosing the equipment.

## Result

Currently the Youth Educational Center enjoys three types of IP cameras: AXIS P5414-E PTZ Dome Network Cameras, AXIS M5014 and an AXIS P1354 on a tripod. This set of equipment captures high-definition video and broadcasts the events online, from both The Center and Hermitage Museum. Moreover, prior to starting a broadcast, PTZ cameras can be adjusted using a joystick.

**“The customer insisted on IP cameras as Axis is known to provide the best possible solutions in this segment. High video and sound quality were the key factors for the management of the Youth Educational Center when choosing suitable equipment. However, the simple interface, remote viewing angle adjustment and operational comfort of Axis PTZ cameras also affected the choice.”**

*Sergey Balabonov, General Director of Baltic Media Company.*

### **Cost-effective solution driven by Axis equipment**

Before the installation of the online broadcasting system based on Axis IP cameras at the Youth Educational Center, all the events and conferences were recorded using a specialized videoconferencing software/hardware solution, which was expensive both in terms of investments and expansion costs. Moreover, a limited number of viewing licenses allowed only a restricted number of remote viewers to connect. That is, the number of viewers could not exceed the number of purchased licenses.

Today, Axis cameras together with custom-tailored software manage several online broadcasting channels. Thus, broadcasted videos are available to far more viewers, restricted only by the communication channel capacity.

### **Overview of the project's cameras**

According to Sergey Balabonov, General Director of Baltic Media Company (the installer of the online broadcasting and videoconferencing system at the Youth Educational Center of The State Hermitage Museum), high video and sound quality were the key factors for the customer when choosing suitable equipment. The simple interface, remote viewing angle adjustment, and operational comfort of Axis PTZ cameras also affected the choice.

AXIS P5414-E PTZ wall-mounted Dome Network cameras support HDTV 1080p video format and feature 18x optical zoom, allowing for detailed close-up images.

A high-sensitivity image sensor provides a good quality image even when the light is low.

AXIS M5014 supporting HDTV image quality are also installed at the museum. They support the resolution 720p (1280x720 pixels) and offer the following features: progressive scan, high HDTV color fidelity, full frame rate, image format 16:9, and simultaneous transmission of multiple video streams in H.264 and Motion JPEG formats.

These cameras allow for pan/tilt/zoom control, offering complete flexibility for any specific application. Along with that, these cameras support Power over Ethernet (PoE) technology and can be connected via network switch or adapter without additional power cords.

Finally, an AXIS P1354 light-sensitive camera is mounted on a tripod for portability at the Youth Educational Center. Benefits of this camera include perfect image quality of multiple, individually configurable video streams in H.264 and Motion JPEG formats.

Nowadays, the Youth Educational Center of the State Hermitage Museum have pilot project tests of new AXIS V5915 PTZ Dome Network Camera, which is designed to stream and webcast audio and video in a variety of applications. AXIS V5915 offers smooth pan/tilt/zoom, high quality audio, powerful 30x zoom and high-definition video in 1080p resolution.



# **БМК**