

GONE FISHIN'

STREAMIO
edition

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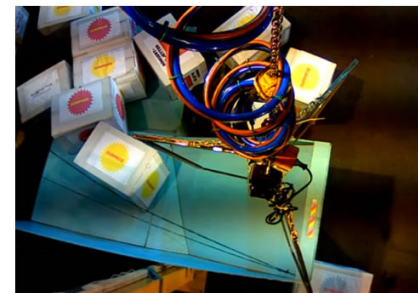
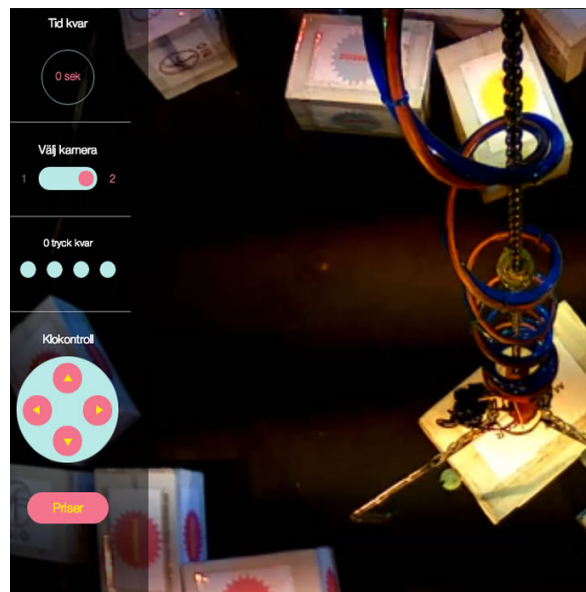
Streaming to international markets

When streaming to an international market, it is important to make the right choices in order to reach the intended audience.

Studies show, that long buffer times as well as choppy playback is a major reason for lost viewers. Most of us has experienced choppy playback on the large video network at weekends when everyone is watching, or early evenings when kids come home from school.

Another thing to be aware of is the blocking of networks, most lately Youtube in Turkey, as we wrote about in our blog last month. Social networks like Twitter, Youtube and Facebook will always struggle with reach to certain markets, where the governments strive to control the opinion, such as Turkey and China.

Streamio is distributed in North and South America, Europe, Asia and Australia for best performance, and is freely available in Turkey and China as well as other restricted markets. Call us if you need more information on international video distribution!



Largest carnival game ever!

Do you remember the most popular carnival games when you were a kid? Most probably the "claw game" is among them. Together with Coda Collective, Rackfish set up network cameras over a huge claw that can pick out packages, every one of them containing a surprise. The campaign made to attract new talent to education in industrial technology in Sweden is sponsored by the employer organization Teknikföretagen.

Sweden has seen a decrease in students seeking industrial technology education the last few years. The employer organization Teknikföretagen wants to change that. Their agency Sverige AB hired Coda Collective - specialized in integration between software and hardware, to set up the world's largest carnival game, the famous "claw".

Users enter the website, and can steer this enormous claw using buttons and one of two camera views, to try to pick up a package. Prizes range from movie tickets to high end gaming consoles. The equipment is managed by a

Raspberry PI board computer that controls the crane-like structure that can move in X-Y direction. The user gets a certain number of moves before the claw lowers to grip an eventual package.

To aid the user, Rackfish provided two Axis network cameras mounted onto the structure, and Streamio provided the live streaming, ensuring low latency since users have to feel the control of the claw without any extensive delay.

See our case file on rckf.sh/storklon

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