

# TikiLIVE



Add your location as a TikiLIVE Channel by installing the latest HD quality broadcasting solution. Now anyone from around the world may watch your broadcast over the Internet. The TikiLIVE broadcaster is a complete HD solution that delivers incredible quality video and stereo sound.

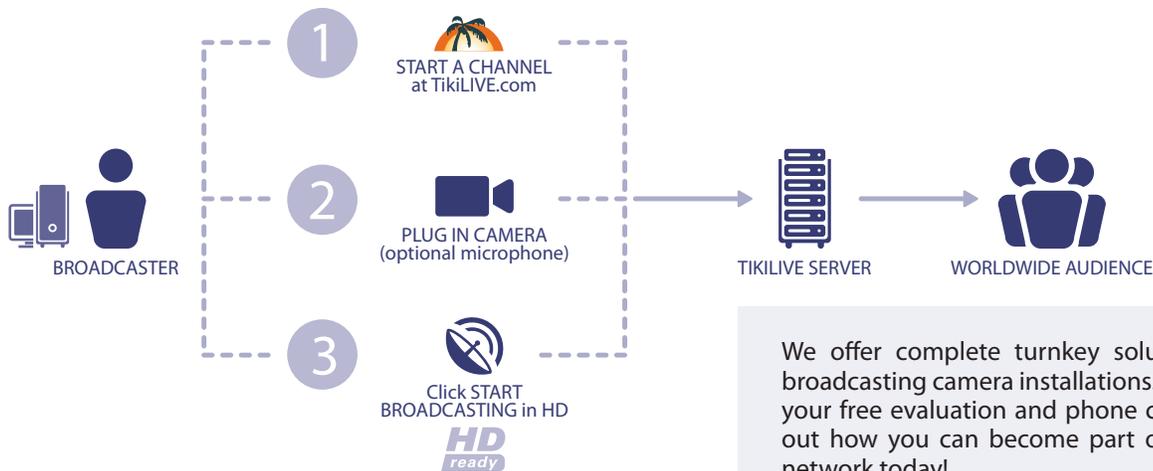
Expand the viewership on your website by embedding the real time HD video player into your current website. Integrate a social network to add fan clubs from around the world. Bring visitors back time and again to check out your latest facilities while offering them a way to live the experience prior to making travel plans.



TikiLIVE makes it possible to know your visitors and who is interested in your location.

TikiLIVE reports give you complete information on those viewing your stream. Comprehensive analytic reports are available to view who is visiting, when they visited, how long your visitors stay on your site and what area of the world they are coming from. The website viewers are great targets to send advertising messages to.

## Start a TikiLIVE Channel in 3 easy steps



We offer complete turnkey solutions with multiple broadcasting camera installations. Contact us today for your free evaluation and phone consultation and find out how you can become part of our TikiLIVE Island network today!

[www.tikilive.com](http://www.tikilive.com)

# City Council Streaming LIVE To Their Constituents

Marathon Florida.

Eyepartner has had expressed interest from a small community, Marathon Florida, in integrating IPTV solutions to broadcast and archive community events as well as in aiding in reducing video surveillance control costs.

This article examines two living examples of how IPTV has both reduced the cost to the taxpayer as well as increased the access to both community events and surveillance systems relying solely on affordable PC's and standard Ethernet connections.

The two case studies that will be examined in detail are the live broadcasts of the Marathon city council meetings and the surveillance system in place at the City of Marathon Marina.



Communities have been broadcasting their local city council meetings via local cable channels for years. Bound by public record requirements, these broadcasts are typically recorded and supplied to the residents at their request for a nominal fee.

This fee is to cover the cost of the VHS or DVD and the time required for the city clerk to produce the requested recording.

To broadcast these town meetings live, the location must have the appropriate infrastructure and hardware installed to push the content to their local channel through their cable provider.

This particular set up may cost thousands of dollars per broadcast. Therefore, the majority of these town meetings are rebroadcasted at a later date via one of the recorded methods.

Since many of the decisions made may have immediate implications the community's response could be greatly affected by the length of time between the meeting and the broadcast.

Because of the high cost and infrastructure required, the communities are extremely interested in pursuing an affordable and efficient way to deliver their meetings in real time as well as an effective method for archiving the content as a recorded video.



As seen in



Utilizing IPTV and VOD technologies, Eyepartner has assisted the city of Marathon Florida in setting up an easy to use affordable solution on their Streaming Social Networking Solution, TikiLIVE.

After the city of Marathon Florida finished the construction of their firehouse they quickly utilized the modern facilities for several additional community events and proceedings. One such event is the weekly city council meetings in which legislation was reviewed and voted upon on an open forum.

This particular facility already possessed professional broadcasting equipment to control the individual cameras and microphones and well as having a high speed Ethernet connection.

What the facility did not possess was a way to push the broadcast live to the local cable television station. The city received a quote of several thousand dollars to install a cable that was capable of pushing the feed to the local cable station in real time.

The city then pursued alternative means for granting the residents of Marathon Florida access to the city council meetings that were more cost effective.

Eyepartner, being a local company based in Marathon Florida, was then contacted by the city clerk's office for an IPTV solution.

Eyepartner then suggested that the city sign up for a demo account on their Streaming Social Networking site, TikiLIVE.

TikiLIVE provides the broadcaster the ability to get their stream live and record that content directly to the server, simultaneously eliminating both the required direct connection to the local cable station as well as the DVR equipment to create and produce VHS or DVDs when requested.

Since going LIVE, the city of marathon has hosted over 20 council meetings and provided their residents to the recorded events for public records.

Additionally, the live meetings have an interactive chat room that provides all users who have logged in to view the meeting the ability to discuss the city council's decisions and views.

Here is a screenshot:



An added benefit to providing affordable access to the meetings in real time as well as the recorded video library is that utilizing an IPTV solution allows those residents who are unable to attend the meetings access as long as they have a connection to the internet from their computer.

This means that even residents who do not have access to the local television station and are unable to visit the city clerk's office have access to the town meetings. By broadcasting community proceedings via IPTV the city of Marathon has allowed residents to gain access to the meetings from anywhere, even if abroad.

To get the broadcast live the city only needed to install a broadcasting PC which was connected to the video source and Ethernet connection. A member of the city's staff simply starts the broadcast with the when the meeting begins and the stream is LIVE.

The person monitoring the broadcaster and studio equipment may then enter the designated title and description of what was discussed in the particular meeting to allow the city's residents to easily locate the meeting of interest.

This content can then be directly linked to from the city's website via unique URL's for live events as well as previously recorded events. The city can also allow their residents to view the content directly from their own site by embedding the live stream and recorded videos. As this utilizes the streaming services directly from TikiLIVE, there is no additional required software licenses that need to be integrated on the server hosting the city's website, and all subsequent streaming traffic will not be pushed through the server hosting the city's website. This allows the city to stream all recorded and live content on their site without affecting the performance of the city's site.

A second application where IPTV solutions have much public interest and potential is the security sector.

By streaming live feeds, archiving for records and adding the ability to manually control where the camera is focused one can monitor any location from anywhere in the world with an Ethernet connection.

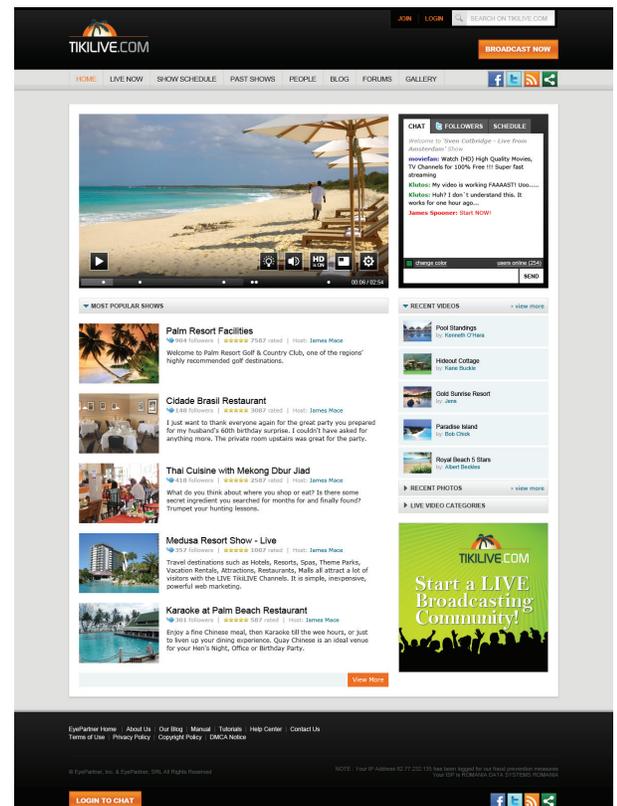
Eyepartner has managed to do this with their RealSafe product.

Currently security systems deployed throughout the city of Marathon require on-site control centers that one must be monitoring to control the camera positions.

Infrastructure and operation costs may increase drastically due to the number of locations requiring camera feeds and the number of operators to support each individual console as well as expensive DVR equipment to record the stream on-site.

Integrating an IPTV solution will reduce the operating costs by removing the requirement for dedicated security console stations as well as the number of operators.

This in turn saves on both hardware and operation costs by relying on a pre-existing Ethernet connection to stream, record and control all camera feeds.



Eyepartner has had a live demo of such an application at the city of Marathon Marina, in which a 360 degree security camera has been mounted overlooking the beautiful boot key harbor which you can view this stream at:

<http://www.ci.marathon.fl.us/index.aspx?NID=600>

This camera is set to give one an automated tour of the harbor, but it also has the ability for one to access the orientation interface and point the camera in the desired location and even zoom in and out of a desired target via a simple interface.

This stream can then be recorded from the server and accessed at a later date for reference purposes. This reduces the on-site hardware to a camera and a broadcasting PC connected to the internet, potentially saving thousands of dollars in consoles and cable.

This specific feed has had much success as both a monitoring tool for the city marina staff as well as an example of community pride. The first, as a monitoring tool, is extremely important as it has helped the city keep track of incoming and outgoing boats within the harbor. The second, as an example of community pride, can be witnessed throughout several local businesses that proudly display the webcam feed on monitors throughout their locations.

Eyepartner is contacted several times a week by marathon residents abroad who inform us that they are able to keep an eye on their boat through the web cam feed.

Below is a sample of LIVE HD TikiLIVE video feed.



As wireless technologies are ever increasing the uplink speeds, applying IPTV security cameras can be integrated with police cruisers, ambulances or fire trucks.

This will provide first responders and dispatch agents with visual feeds of particular scenarios that could provide invaluable information to other responders.

Recording this content via a server will also provide an affordable means for archiving live scenarios and situations for training purposes in the future.

In summary, IPTV solutions are currently a very affordable and reliable solution to providing live events to residents and public servants alike, utilizing standard hardware typically already integrated at most businesses and households.

These IPTV solutions can also provide valuable automated archiving abilities without the need for expensive DVR equipment.

As Marathon Florida is located in the heart of the Florida Keys, it provides a great example of how a remote community can utilize simple internet connections to stream video content to all interested residents and parties.

