

**VisioRay Srl**

Via Barletta, 12  
88100 Catanzaro (CZ)

Ph: (+39) 0961 34495

[info@skylinewebcams.com](mailto:info@skylinewebcams.com)

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

**VISIONRAY**<sup>®</sup>

# Tourism Promotion 2.0

Territorial marketing with SkylineWebcams



**Skyline**  
webcams

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

## Introduction: Scenic webcams

Scenic webcams are "windows to the world" that allow visitors to enjoy a live-stream of the most beautiful locations on the planet. With a simple click and with any internet-connected device anything is possible. Users can visit famous art cities, enjoy crystal-clear beaches, snow-covered mountains in beautiful natural parks and even reach the globe's most remote places.

Thanks to the efficiency and appealing nature of our webcams, our site is visited daily by a growing public open to this innovative and valuable form of communication.

Statistics show that webcam web pages are clearly the most popular and best viewed destinations among website visitors who use them as their trip completion tool.

First impressions matter: a poor webcam performance or any advertising message of poor quality will have a negative effect on users; furthermore, static or images that aren't constantly updated will be undoubtedly poorly perceived. Situations such as those just described could consequently, result in the loss of potential visitors and negative customer feedback due to the inability to offer high-quality products.

## SkylineWebcams' Technology

Compared with traditional scenic webcams, SkylineWebcams, an innovative technology developed by VisioRay®, has achieved a never before seen level of excellence with breathtaking live HD images, enriched with a built-in microphone, generating a totally compelling experience.

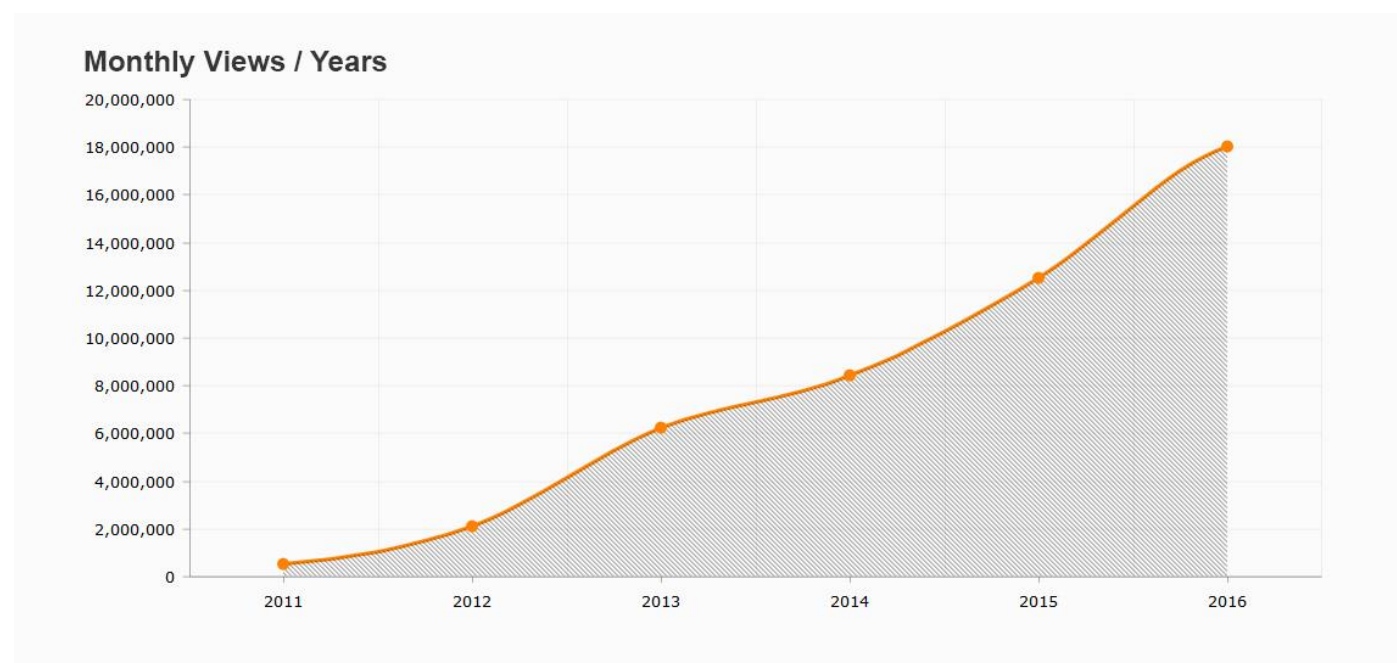
A simple ADSL line is enough to obtain extraordinary results in terms of clearness and chromatic fidelity.

Our technology offers a unique opportunity when it comes to tourism promotion and territorial marketing.

## The SkylineWebcams' World

SkylineWebcams is a tourism portal reaching 18 million hits per month. We are present in 30 countries with more than 350 webcams placed in some of the world's most beautiful tourist destinations.

The following graphic illustrates the growth of the Skylinewebcams.com portal over the course of time:



Our team cooperates with a vast quantity of professional tour operators and prestigious TV channels (Italian and International) which use our live images in order to share destinations with a larger public.

Our portal is an important marketing tool that allows our partners to increase the volume of bookings and sales thanks to the booming interest of a growing audience from all over the world.

## **New Underwater HD LIVE Cam “Oblò”**

**Special Offer limited to approved views only\*** (Valid until December 2016)

**Regular price €2.500 + delivery costs + video streaming service**

**Special price: \$1000 including delivery + video streaming service**

The offer includes the new Oblò HD underwater webcam and the video streaming “Basic” plan, provided in accordance to the specific company Loan for Use Agreement.

The “Basic” plan includes the following:

- Widget (allows up to 50 simultaneous viewers to be able to watch the live-stream directly from the client's own website)

and as an extra:

- Facebook app (allows the live-stream to be watched directly from the client's own Facebook page).

The Live images will be featured on the SkylineWebcams' portal, accompanied by the hosting facility's logo in the “webcam hosted by” section along with a link to its website. The images can be watched on the SkylineWebcams' portal free of charges as our servers can hold an unlimited amount of simultaneous viewers.

The client is exonerated from any costs related to possible reparations and/or to the webcam substitution due to either product defects or to technological obsolescence.

**The webcam is equipped with a built-in microphone and a LED light system.**

\*The offer is limited to the only cases in which the underwater webcam will be filming images of a beautiful, clear and “active” environment.

VisioRay reserves the sole right to approve each view and to feature the before mentioned on the SkylineWebcams' portal according to the purposes of the present offer.

For an optimal performance an internet connection with a minimum upload speed of 1 mbps is required, the download speed is not relevant.

No public static IP or port-forwarding on the routers is required; simply connect the cam to the internet and the transmission will run.

No maintenance is required, except for the cleaning of the lens that must be carried out, when necessary.



Here as follows, a sample of an approved view.

