



## Want a Viral Time-Lapse? Here's What It Takes

By Brian Cury, CEO and Founder, EarthCam

**Time-lapse webcam technology has become the standard** to document significant construction.

While preserving historic imagery for future reference is highly beneficial, curating that imagery by expert editors is what will make all the difference and provide an outstanding ROI.

Three things that take your time-lapse to the next level are:

**Highest-quality webcam technology:** Gigapixel imagery has become the new standard, where robotic cameras pan the jobsite and stitch together thousands of photos for a jaw-dropping 360-degree view of the construction process. Demand a webcam provider that can offer this

innovative technology and incorporate these impressive panoramas into your finished movie for a lasting impression.

**Professional installation:** Select a webcam provider that will also install your system, supervising the angle of views to ensure the most artistic results. A professional technician will make sure the camera is plumb, level and focused correctly to ensure optimal imagery. It's amazing how many providers have difficulty delivering the simple task of installing a camera properly or avoid this important service altogether.

**Hand-edited production:** A major emphasis should be toward how the final time-lapse is curated. A professional team should closely examine your

project imagery and remove undesirable images. Opening graphics with your company's logo and thematic music complete the viewing experience and provide you with a valuable promotional tool, guaranteed to rack up views on YouTube and be shared on social media.

EarthCam knows what it takes to create a viral time-lapse movie, with 15 million views on its YouTube channels. Recent successes include the Panama Canal, Oculus Transportation Hub and Petersen Automotive Museum, which were also featured worldwide on broadcast television.

To learn more about how EarthCam can create a viral time-lapse for you, visit [www.earthcam.net](http://www.earthcam.net). ■

