

NORTHERN IMAGINATION

adventure follows creativity

Location:

Palo Alto, CA

Challenges:

● Deliver a live Web stream to a geographically disparate audience.

Benefits:

- Stream worked flawlessly using YouTube streaming platform
- TVUPack used a combination of WiFi and cellular data cards for resilient transmission
- Simple to operate

“We were extremely pleased with the performance of the TVUPack. The combination of WiFi signal and 4G provided more than enough bandwidth to deliver a pristine HD picture and the transmission integrated easily with the YouTube platform. We received tremendous feedback from project backers around the world about the video stream.” – Dorian Porter

Tesla Kickstarter Project

Streaming Community Events Directly to the Web

Challenge:

In June 2013, Northern Imagination successfully launched a crowd-funded campaign to erect a statue of inventor Nikola Tesla in Palo Alto, California, which sits in the heart of Silicon Valley. The project, which collected funds from 722 backers via online crowdsourcing service Kickstarter, raised over \$127,000 in order to complete construction of the statue.

Since the project was realized through donations from various supporters around the globe, Northern Imagination looked for a simple solution to stream the statue’s unveiling live to the Web so that the project backers that were unable to attend the event in person could still participate in the festivities.

Solution:

In order to deliver a live broadcast of the statue unveiling to the largest possible audience, Northern Imagination turned to TVUPack cellular uplink solutions. Using a TVUPack transmitter and TVU’s cloud receiver, Northern Imagination delivered the live stream to a global audience using YouTube’s live streaming platform.

According to Dorian Porter, founder of Northern Imagination, and the primary driver behind the statue project, TVUPack was an ideal fit for his organization’s goals. “TVUPack was the perfect solution for our needs. We were able to set up the Web stream onto YouTube in a manner of minutes and our camera crew found the equipment extremely easy to operate. They just had to plug a camera in, push the power button, and we were broadcasting live,” said Porter.

Benefits:

According to Porter, the project was a tremendous success. The Web stream, which lasted for just over 40 minutes, has yielded more than 15,000 views on YouTube. As an added bonus, the stream was featured on popular social news and entertainment site Reddit, bringing additional attention to the project.

In true Silicon Valley fashion, the Tesla statue was also designed to be a WiFi hotspot, enabling nearby users to access the Internet. To ensure the HD Web stream had sufficient bandwidth, the statue’s WiFi signal was used by the TVUPack alongside multiple 3G/4G/LTE data cards. As a result, TVUPack was able to deliver a resilient connection with a professional picture.

“We were extremely pleased with the performance of the TVUPack,” said Porter. “The combination of WiFi signal and 4G provided more than enough bandwidth to deliver a pristine HD picture and the transmission integrated easily with the YouTube platform. We received tremendous feedback from project backers around the world about the quality of the video stream.”