retrofit
IMPROVING YESTERDAY FOR TODAY

EarthCam Celebrates 25th Anniversary

By Retrofit Magazine Editor *August 31, 2021*

EarthCam, a provider of webcam technology and services, is celebrating a quarter-century of leadership in imaging this month. EarthCam premiered a ground-up redesign for its streaming video player, delivering a feature-rich, higher resolution service to support its growing fan-base and worldwide TV broadcasters.

Brian Cury, CEO and founder of EarthCam, installed the first webcam in Times Square, New York in 1996. Since then, EarthCam has been developing technology that has made live cameras integral to every-day life. In the last year, EarthCam has launched new locations such as the Grand Canyon, Istanbul, Tbilisi, and added the latest robotic 4k camera technology to New York's Coney Island, Times Square and the Statue of Liberty.

EarthCam has also documented and monitored the construction industry's most significant projects. Time-lapse movies released in the past 12 months include the NFL's largest Stadium, SoFi, Raiders Allegiant Stadium, Flight 93 National Memorial, One Vanderbilt and Little Island in Manhattan, and Red Sea Development in Saudi Arabia. EarthCam's real-time visual data increases productivity for the construction industry by monitoring jobsite progress and enhancing safety.

Twenty-five years ago, EarthCam's first camera images were 1/12th of a megapixel. Today, panoramas of 1.4 million times that resolution are captured at 120,000 megapixels. EarthCam continues to lead the industry with many imaging breakthroughs. Last year the company introduced the highest resolution outdoor webcam, and the world's first multi-network 5G camera system.

"We are continuing to break through technical limitations to ensure our viewers receive the best visual information possible." says Cury. "As we celebrate our 25th year, I feel we are just getting started. The demand for critical visual information that improves the quality of life is growing stronger every day."

Even throughout the pandemic, EarthCam has continued to grow and thrive across all metrics, The company added 50 million YouTube views in one year, subscribers almost doubled and viewership on broadcast TV increased by 303 percent. EarthCam also significantly expanded its reach with EarthCamTV 2—a unique virtual vacation app featuring the best live cameras in the world—for Apple TV, Amazon Fire TV and Google TV viewers. The app consistently is ranked No. 1 in Amazon Fire TV travel apps.

To celebrate its 25th year, EarthCam is releasing a compilation movie of some of the most pivotal imagery from the company's history, from construction time-lapse, to live messages from the crew of the International Space Station, to stunning moments from global tourism destinations.

To learn more about EarthCam's innovative webcam technology, visit EarthCam.net. To see the new EarthCam player interface, and explore the world with EarthCam's live streaming webcam network, visit EarthCam.com. Watch EarthCam's 25 year movie.