

## EarthCam CEO addresses Turner Innovation Series

by James Morgan on Nov 4, 2013

*This year's Turner Innovation Series concluded with a conference at The Address Downtown Dubai.*

In association with affiliates TiME and TiME Qatar, Turner hosted a series of three conferences in the Middle East, each taking an executive look at the use of Building Information Modelling (BIM).

Experts speaking at the last event of the series offered their opinions on a range of BIM-related subjects, including waste management, facilities management and sustainability.

CEO and founder of [EarthCam, Inc.](#) Brian Cury helped to bring proceedings to a close with a technical demonstration of construction camera technology.

Cury outlined the main benefits to be gained from having high-definition devices professionally installed at construction sites. Such technology allows users to view jobsite activity via live-streamed video links, or to capture megapixel photographs that can be used for documentation and marketing purposes.

"People come to us for three reasons," explained Cury. "Mainly, they want to be able to monitor their project, document their project and promote their project."

A growing number of construction professionals across the Middle East are beginning to make use of high-definition onsite cameras. These devices allow users to monitor sites from remote locations, cutting down on travel costs and reducing carbon emissions.

By accurately documenting the construction process from beginning to end with panoramic photographs consisting of up to one billion pixels, this technology can also help project leaders to avoid disputes over when particular tasks were completed.

The ability to create expansive [time-lapse movies](#) for promotional purposes is an additional advantage offered by construction camera technology, according to Cury.

"This is one of the biggest reasons why people want to use webcams on their projects," he explained. "They want to be able to promote their work. Nowadays, a company's Google rating is extremely important, and nothing increases your Google rating better than a live camera feed from your project site to your website."

An in-depth interview with Cury will be published in the December issue of PMV Middle East.

