

OxBlue Launches 50-Megapixel Time-Lapse Construction Camera, Continuing Momentum of System Enhancements

ATLANTA, November 23, 2016 – OxBlue, a global construction webcam service provider, announced the launch of a 50-MP construction camera, which produces ultra-high resolution images for documenting, managing, and marketing construction projects. The new camera is one of several recent enhancements the company has made to its award-winning construction camera system.

The 50-MP construction camera uses new optical technology to achieve extremely high resolution, resulting in still images with a level of detail and clarity that sets a new standard in the industry. Still imagery forms the foundation of the project documentation, management, and marketing capabilities provided by all OxBlue camera systems, including the high-definition time-lapse construction movies the company is known for.

The greater resolution of the 50-MP construction camera enables users to:

- Zoom in on archived images to inspect construction details.
- Capture the build and the area surrounding the jobsite in even greater detail.
- Produce professional-quality photos and time-lapse videos for use in marketing and presentations.

“Introducing a 50-MP construction camera is something of a milestone in our effort to continuously enhance our camera systems so that they are always leading-edge and always provide clients with enduring value.”

Chandler McCormack, OxBlue CEO

“We’re always working internally and with our vendors to lead the way in bringing new products and functionality to the construction industry,” says OxBlue CEO and co-founder Chandler McCormack.



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Earlier this year, OxBlue introduced live video on demand (VOD), newly designed solar equipment, and a major update to its construction camera interface.

Live VOD is an optional service that lets clients view jobsite activity in real time. Using monocrystalline technology, the company improved the efficiency and reduced the size and weight of its solar panels and energy-storage batteries, respectively, by 25 percent. The interface update included automatic fit-and-fill of jobsite images on any viewing screen, including mobile devices, computers, and flat-screens.

The launch of the 50-MP construction camera comes approximately one year after the wide release of the company's 24-MP camera.

OxBlue construction cameras are part of a complete, integrated system that includes hardware, software, cellular data connection, time-lapse video technology, and professional services.

About OxBlue: A leading construction camera service provider, OxBlue serves clients globally. High-resolution images, high-definition time-lapse movies, and intuitive technologies connect everyone to the jobsite through computers and mobile devices, bringing new efficiency and capabilities to documenting, managing, and marketing projects. Emphasizing client service and continuous improvement, we hold multiple awards for technology innovation and workplace culture. Founded in 2001 and privately held, OxBlue is headquartered in Atlanta, Georgia. For more information visit OxBlue.com.