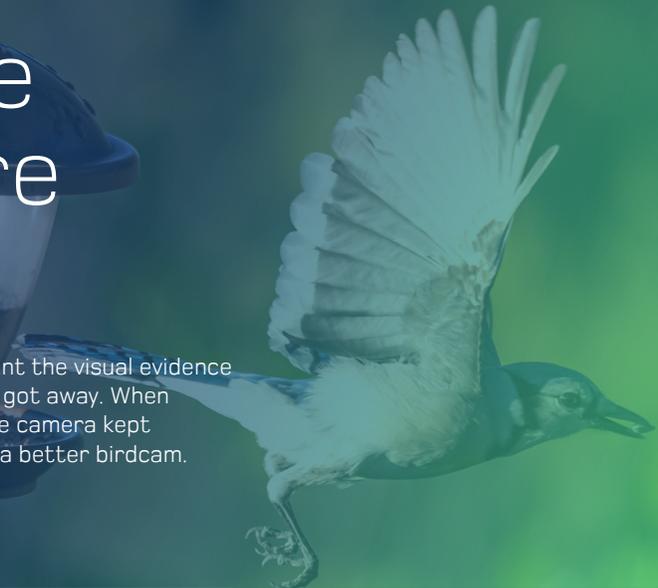


Birders Get the Birdcam Picture They Want.

Many bird watchers (a.k.a birders) are like fishermen – they want the visual evidence to prove they're not spinning a tall tale about the big one that got away. When customers complained that its motion-activated digital wildlife camera kept missing the shot, Moultrie turned to iENSO for help to create a better birdcam.



OVERVIEW

Moultrie, part of PRADCO Outdoor Brands, markets a range of wildlife experience products, including the Wingscapes BIRDCAM®. Birders eager to capture stills of their backyard visitors made this automated birdcam a best seller, but many were disappointed to discover that it was more often miss than hit. Three out of four shots would be empty.

The main problem was trigger speed – the length of time between detecting a bird's presence and capturing a properly illuminated picture. Fast-moving birds were already out of the frame by the time the image was captured.

APPLICATION

Bird Camera

CHALLENGES

False/slow triggers led to empty images, disappointed birders.



Turnkey Embedded
Vision System



Faster
Trigger Speed



Infrared Detector
Integration

iENSO created an embedded imaging system that boosted bird camera image capture rates from 25% to 85%.



iENSO makes intelligent, connected vision systems for companies that need to embed cameras, image processing and data connectivity capabilities in their products.

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SOLUTION***Infrared detection***

iENSO used simulation modeling to develop innovative algorithms to control a custom passive infrared detector. This allowed for even small birds to trigger the image capture quickly enough and reduce the odds that optical noise would result in a false trigger.

Optimized integration

To create the turnkey embedded imaging system Moultrie needed, iENSO integrated this new detector with:

- an iENSO processing SOM based on a CSR image processor
- an iENSO image sensor module based on an Omnivision image sensor, and
- a multi-setting zoom lens with shallow depth of field to capture birds at varying distances

Successful market launch

Birders now report that the image is successfully captured almost 9 times out of 10. With iENSO, Moultrie's BIRDCAM® has set a new standard in the category and continues to lead the market.

APPLICATION

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As market leaders in wildlife cameras, we knew what customers wanted. What Moultrie needed was the right embedded imaging system partner and iENSO is that partner.

BART STEPHENS
VICE PRESIDENT/GENERAL MANAGER OF HUNTING DIVISION, MOULTRIE MOBILE

