

Panoramic Camera as a Marketing Tool at Ruka Ski Resort

Location: Finland

Milesight Partner

WMS WebMedia Solutions GmbH

Location

Finland

Industry Segment

Tourism

Related Product

AI 180° Panoramic Mini Bullet Camera
AI Motorized Pro Bullet Camera

Background

From Remote Slopes to Global Screens — A New Way to Inspire Tourism.
In Finland’s Arctic Circle, where the snow never stops and the views are unforgettable, Ruka Ski Resort sought more than just surveillance—they needed a cutting-edge marketing tool to attract global visitors in real time.

That tool? Milesight panoramic cameras.



Challenges

To showcase the full beauty of the resort and enhance the online marketing, Ruka needed a professional video surveillance camera solution that could rise to a unique set of demands:



Extreme Climate Resistance

With temperatures plummeting well below zero, the cameras had to operate reliably in arctic conditions year-round.



Panoramic Coverage & Cost Efficiency

Cameras needed to cover vast snowy landscapes with wide viewing angles, while remaining affordable enough for large-scale deployment.



Seamless Integration with Existing Live Streaming System

Integration into the existing PanoCloud platform had to be effortless—with a well-documented API and stable firmware.



Broadcast-Quality Imagery

To engage online visitors, the cameras needed more than surveillance—they had to impress with natural colors, low-light clarity, and minimal night-time noise.

Solution

With Milesight panoramic cameras, Ruka found the perfect blend of durability, performance, and marketing power:

- ✓ Operates flawlessly in sub-zero temperatures
- ✓ Ultra-wide views that beautifully capture large ski areas
- ✓ Plug-and-play integration with PanoCloud for uninterrupted live streaming
- ✓ True-to-life, crystal-clear images day and night—ideal for public display

These panoramic cameras do more than monitor—they create a real-time window into the Ruka experience, turning passive viewers into active visitors.



Results



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Since deploying Milesight panoramic cameras, we’ve seen millions of online views and a remarkable increase in global interest. The 24/7 live streaming allows potential visitors to explore Ruka’s breathtaking scenery and real-time activities from anywhere in the world. It’s more than just surveillance—it’s an immersive experience that inspires bookings and builds excitement before guests even arrive.

— Marketing Team, Ruka Ski Resort

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