

# 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

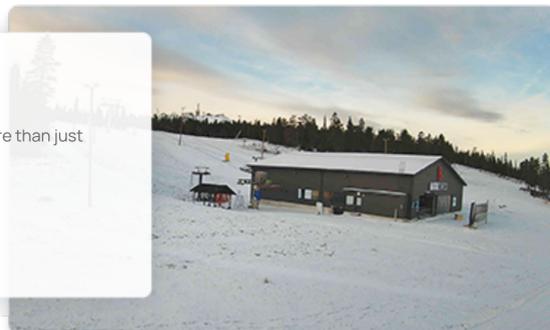
AI 180° Panoramic Mini Bullet Camera  
AI Motorized Pro Bullet Camera

## 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

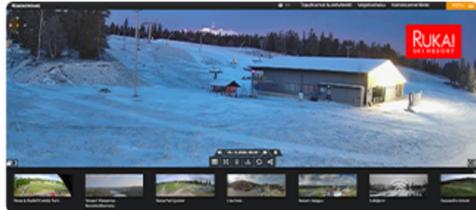
To engage online visitors, the cameras needed more than surveillance—they had to impress with natural colors, low-light clarity, and minimal night-time noise.

## 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



“

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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