

# 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.

## CONTACT iENSO

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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.

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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

