

## **'I dare say that the webcam has helped increase turnover'**

*Patrick Cowdrow, 9-1-4 Outdoor Clothing & Equipment, Ross-shire*

In March 2006, Patrick Cowdroy, installed a StreamDays webcam of Network Webcams Ltd on his property in Ardvele, by Kyle of Lochalsh. The camera, which features pan-tilt-zoom, overlooks Eilean Donan Castle, one of Scotland's majestic landmarks.

Patrick, who owns and runs 9-1-4 Outdoor Clothing & Equipment, was looking for a way of putting Ardvele on the map and make tourists aware of his outdoor clothing store before they even had started their journey to the area. After speaking to Network Webcams, he decided that a webcam could be the key to achieving his goal.

Within four months from the date the webcam was implemented, website hits had grown by 150%. Patrick commented: 'Even taking into consideration the growth of the site and the links obtained, it would be fair to say that the camera has significantly increased the appeal of the site. The comments from visitors to and through our website have been very positive.'

'Our business has benefitted since the webcam was installed, especially useful as a location finder for customers looking for an outdoor shop within Lochalsh & Skye. I dare say that the webcam has helped increase turnover.'