



Parental Webcam

FOR 5-STAR NURSERIES WHO WANT TO IMPRESS

One of the most difficult tasks for nursery staff is reassuring parents that their child really is happy and well-looked after whilst in their care. For parents and children who find dropping off difficult, guilt and emotion can easily cause them to mistrust even the most well-run and friendly nurseries.

Parental Webcam helps nurseries tackle the problem head-on using a highly secure web-cam facility. By enabling parents to view live images of their child at play via the internet from wherever they are, they can see for themselves that their child is fine and the nursery is doing a fantastic job. A 21st century extension of the 'open door policy' Parental Webcam is popular with parents and nursery staff as it provides an easy and effective way of offering reassurance and building trust.



Sitting in work after 6 months maternity leave, my first week back and thinking what am I doing here. I just wanted to see my baby! What she is doing now, is she missing me" I logged in and she was asleep! So I knew she was ok. Thank you this is such a wonderful idea.

Michelle, Liverpool

BBC North West Tonight



"We use the NurseryCam as a marketing and promotional tool for the nursery to show new parents."

iTV West



"When you go back to work, you really miss your little ones. And to be able to login just briefly and check that they're ok and they're playing and they're not unhappy 'coz you're not there, it's an excellent idea."

"I purposely chose a nursery that has Parental Webcam."

Kelly, Manchester

"It brings a smile to my face every time I see her and helps make the time apart that little bit easier. I tell her that I have been watching her at school and she usually replies that she hasn't been watching me but she sees me in her dreams.... Priceless!!"

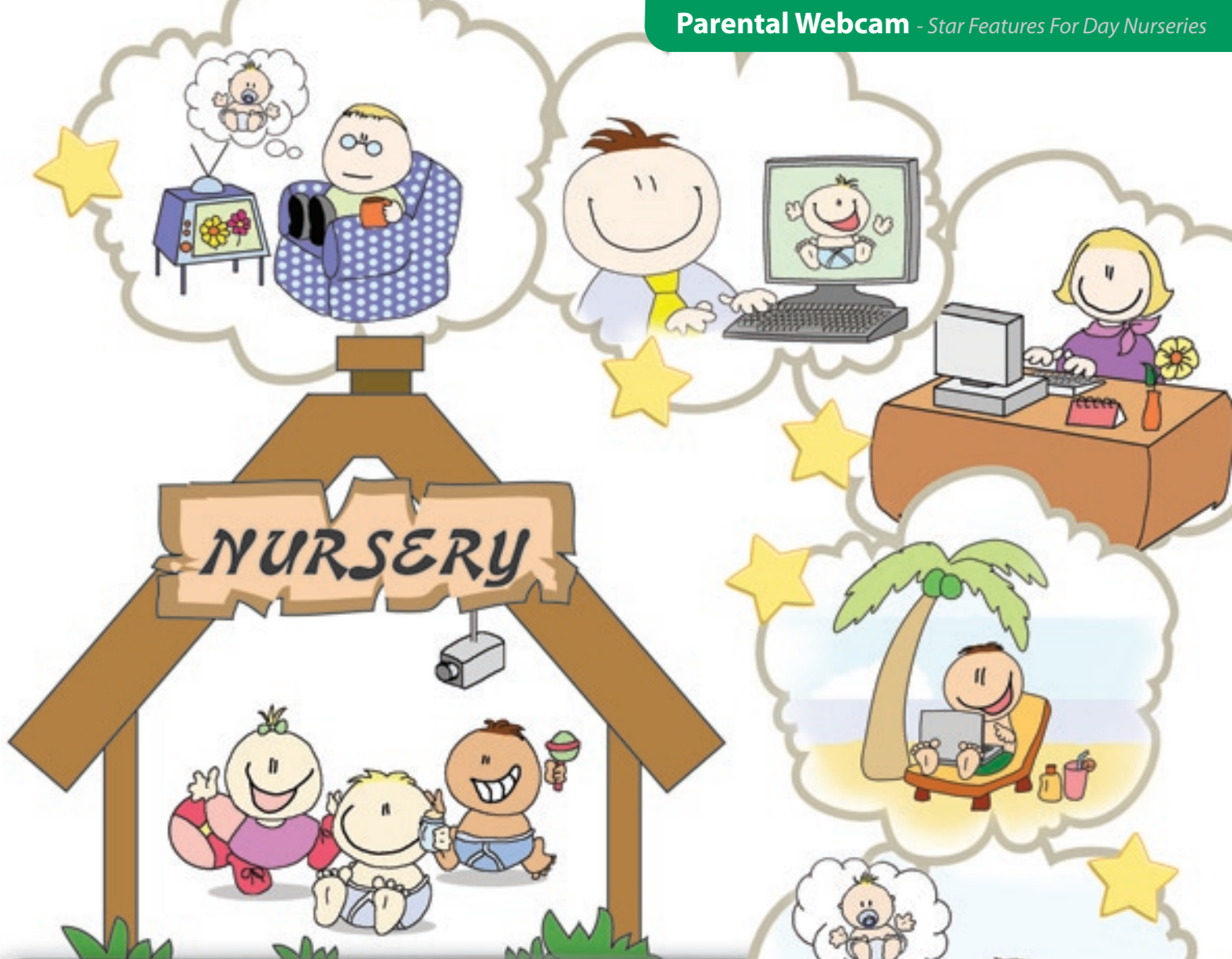
Barry, Manchester

"It gave such a peace of mind after leaving him crying to be able to see that he was happy by the time I had got to work."

Katie, Exeter.

"... very pleased with our Parental Webcam. I know that some parents have decided to register their child based on this facility alone."

**Michelle Williamson,
Twinkle Tots Day Nursery**



Increases your occupancy level

Without exception, all of the nurseries that have Parental Webcam installed enjoy full enrolment. This is easy to understand as when given a choice, parents overwhelmingly select a nursery where they can see their children anytime, anywhere. And once parents have used Parental Webcam, they can never go to another nursery without one.

A five-star facility for great day nurseries

Parental Webcam is an innovative way of giving your nursery the edge over your competitors. Not only do parents love it, in a practical sense it also clearly demonstrates how proud you are of the consistently high standards of care provided. Allowing parents to 'drop in' to look whenever they like shows that you have the utmost confidence in all your staff. The added benefit of course is that happy parents are also the most effective (and free) way of advertising your services in the local community.

A family-friendly Childcare Service

Parental Webcam helps to increase parents' understanding and awareness of their children's development. Simply put, the Parental Webcam provides parents with a means to be involved in their child's daily achievements and share to some degree in their milestones. Parental Webcam enables nurseries to work more closely with parents and deliver a family-friendly childcare solution which meets the needs of all.

Supporting your nursery staff

*NurseryCam
has been a big hit
at Bronte Nursery.
Both parents and
staff (after initial
resistance) love it.*

Peers Carter, Bronte Nursery

*"It's great to see my child
at play with others and the
superb staff at the nursery"*

Craig, Portishead

Talk to staff in other nurseries

Nursery staff may find it helpful to talk to staff in other nurseries that have already installed a Parental Webcam. If you feel your staff would benefit from this, please let us know and we will arrange you to talk to them. They are more than happy to share their experience with you.



Sharing with parents

In the experience of our nurseries, most of parents' complaints arise not from the incident that sparked them but from a deeper sense of mistrust of the nursery by the parent or a feeling of guilt. Parental Webcam helps to banish such feelings. The result is that levels of trust between parents and the nursery rise and the number of complaints reduces as a consequence.

Hard working staff are recognised

Great nursery staff work exceptionally hard, however their effort can often go unrecognised by parents and occasionally by nursery managers. Parental Webcam is an effective way for everyone to share the positive interactions between nursery staff and children that take place on an ongoing basis.

Once Parental Webcam is up and running, staff often tell us they receive more compliments from parents than ever before:

"...it's also nice to see how good all of the staff are with the children. I have seen that Josh is cared for when upset and offered a cuddle when he has woken up. These little things make me feel so much happier about leaving my son in the care of the staff."

Katie, Exeter

Sensitivity and good communication

Parental Webcam undoubtedly brings many benefits to working parents, however, some nursery staff can feel a little uncomfortable at the prospect of being on camera to begin with. Good communication and a sensitive individual approach from the beginning is therefore important. Once the system is installed, staff quickly forget it is there in the same way that CCTV cameras in shops and banks for example are largely ignored by most of us.

Staff-friendly features

In order to ensure that Parental Webcam works effectively for nursery staff as well as parents, we welcome feedback. The following features have all been introduced as a result of comments from nursery staff using Parental Webcam.

Limit on daily viewing time - Each nursery has the option to set a limit on the maximum viewing time per day for each parent. Some nurseries have set a limit of 15 minutes or 30 minutes per day. This is enough to keep parents happy without interfering with your work too much.

No Sound - There is no sound or audio component whatsoever. Staff conversations, instructions and verbal interactions with the children or each other, are never heard.

Stationary camera at play-area only - The cameras are stationary and cannot pan, tilt, or zoom. Each camera is typically positioned to provide a wide-angle view of a large area or an entire classroom.

iTV West:



"It is not a question of trust or mistrust, it's about letting parents see for themselves that their children are settled and happy at nursery"

iTV West:



"Ask a child what they did at the nursery today, they'll often say, 'Nothing'. But, now parents in Bath can find out for themselves what their children have been up to."



knew how I would feel if I was a parent dropping my child off at nursery, and I wanted our customers to feel as reassured as they possibly could. Parents are made to feel guilty in whatever they do nowadays, whether it be staying at home, or going to work. If they choose to go to work, the last thing a parent wants to feel is worried about the level of care their child is receiving.

I wanted to make use of webcams but I was unsure how to go about installing them until I came across NurseryCam in a national magazine. It was a relief to find a company that was 'doing it already' and was used to installing and maintaining the webcams as it took so much pressure off ourselves. The NurseryCam Parental Webcam system is very up-to-date and it was reassuring to find out how secure the webcams are. Reassuringly, we are also able to monitor who is logging on.

When interviewing staff for the nursery, I mentioned the webcams to them. If someone had a problem with them, I would not recruit them as, to me, they must have something to hide. However, during the interviews, I found the opposite to be true - that most people were happy to be on camera as they felt proud of the work they did. They also were aware of all the bad publicity nurseries have been receiving lately and wanted to be involved in a nursery that disproved that theory.

I now have utter faith in my staff and not once in the year that we have been open have staff felt threatened by being on camera.

I love the fact that when a parent leaves their child for the first time they can go to work and log onto the internet and see that their child is alright. Generally, we notice a surge of logging on when a child first starts at the nursery, then the parent gradually begins to feel reassured and logs on less and less often.

Within a year, we have grown from a nursery that looked after 12 children in the first week, to looking after over 70 every week and I am sure that part of our success is down to the fact that this facility is available to parents.

Even if they do not use the service - if they are not on the internet at work - they are all in agreement that it is reassuring that we have the webcam system in place as it shows how much faith we have in our staff.

My husband and I are now expecting our first baby and I know I will be an avid user of the webcams, not as a way of checking up on the nursery staff, but just a way of seeing how my child gets on without me there.

It must be fascinating for parents to be a fly on the wall and see how their child behaves away from them. They are privy to a very rare insight of their child's behaviour.

View from a Nursery Owner...



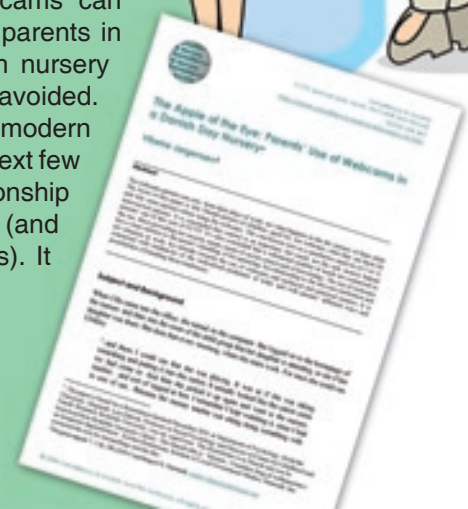
Tina Powick
Rendlesham
Day Nursery

Tina Powick, Rendlesham Day Nursery
Published on Jul 2006, Early Years Educator (EYE) Magazine Vol 8 No. 3

View from a Child Psychologist...

Research found that webcams gave parents a feeling that they are actually taking part in the activities in the nursery, that they are together with their child even though they are miles apart. Webcams also gave parents a chance of not having to choose whether their child should stay at home (for a more intensive relationship between mother and child) or go to nursery (for a better social development).

This study shows that webcams can at least fulfil some needs of parents in a way in which conflicts with nursery teachers and children are avoided. It is just one of many modern technologies which over the next few years might change the relationship between children and parents (and parents and nursery teachers). It is a symbol of our time.



Download the paper from <http://www.nurserycam.co.uk/research.pdf>

How Does It Work?

I can't believe...

how good the quality is. The images are very clear and the refresh is extremely quick. It has made my day being able to see my son enjoying his day at nursery.

Rob, parent, Manchester

iTV Border:

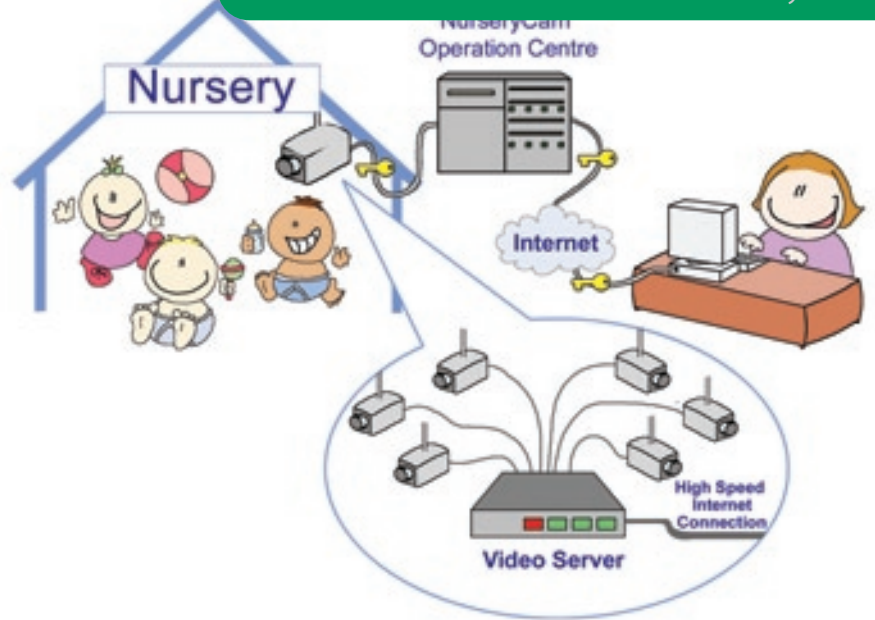


"The resolution on these cameras is so high, you can tell exactly which toy your child is playing with, how much of their lunch they've spilt down their tops, and how well they're socializing with other children in the nursery."

BBC Look North:



"We know parents have a lot of concerns leaving their children when they go out to work, and it's something we felt we could address as a nursery. We've always been looking for a CCTV for staff security and when we found that parents could also login and look at it themselves, we thought that was a good thing and were really happy to go ahead with that."



In its simplest form, Parental Webcam is a video camera hooked up to the internet in a way that makes the live video viewable via a secure website. Unobtrusive digital video cameras are fitted in each room of the nursery. In order to convert what the camera sees into something that can be transmitted over the internet, a special device called a 'video server' is used. The cameras are plugged into the video server, and the video server is plugged into a high speed internet connection.

Converting all of that video into a format that can be transmitted over the internet creates a large amount of data. The high-speed connection is vital, to be able to transmit all of this data over the internet. ADSL broadband internet is a popular, cost-effective solution which you can also use for your other web surfing purposes.

A nursery computer is not a vital requirement. The stand-alone video server has enough processing power to handle all the required security and transmission functions, as well as having the advantage of low maintenance. Eventually, you do need a computer to log on to your nursery's control page - but you can do this from any computer with internet connection.

When using a broadband internet connection parents can expect a refresh rate of up to eight frames per second. A dial-up connection will deliver one frame per second.

What is the difference between Parental Webcam and CCTV?

The Parental Webcam system transmits live images via the internet, however it does not store or archive the images to look at later. CCTV records images and stores them on a hard disk for up to three months. Images can be viewed live or replayed later on the nursery computer. Many nurseries choose to have both services as they provide different but complimentary benefits.

Combined CCTV & Parental Webcam system

The camera's we use for Parental Webcam and our CCTV systems are the same, therefore you can enable the Parental Webcam or CCTV functions at anytime without any extra cost. This gives you the flexibility of installing one service now and having the option to provide the other later. For more information about our CCTV equipment, please have a look at page 12 -13.



Nursery Control Panel

You, as the nursery manager or owner, have full control of the system at your fingertips.

1. Approve / Decline parent application

You have the final say as to APPROVE or DECLINE each parent's account application before he/she can view the Parental Webcam footage.

2. Delete / Bar account

For families which have left the nursery or are on holiday, you could simply DELETE or BAR their access.

3. Limit parent's camera access

You can limit which camera(s) each individual parent is allowed to view. For example Johnny's mum only has permission to view the Bear Room camera and the Garden camera.

4. Limit parent's access time

You can set the limit as to when each individual parent can have access. For example Johnny only comes in on Wednesday afternoon, so his mum has permission between 1:00pm - 6:00pm on Wednesday.

5. Logbook of all parents' usage

The logbook lists all the parents who had logged in, at what time and from where. Should any login fail, the system states the reason for the failure.

6. Message Board

The online message board is an excellent way for you to communicate with parents as they log in. For example "Don't forget Farmer John is visiting on Wednesday morning!"

The interface includes several key sections:

- Approve / Decline:** A table for managing parent applications.

Approve	Decline	Applicant	Child's name	Date	view
<input type="checkbox"/>	<input type="checkbox"/>	Peter Smith	William Smith	15.06.04	view
<input type="checkbox"/>	<input type="checkbox"/>	Shelly McGovern	Sam Berry	15.06.04	view
<input type="checkbox"/>	<input type="checkbox"/>	Kerrie Bolton	Cameron Bolton	17.06.04	view
<input type="checkbox"/>	<input type="checkbox"/>	emma byrne	isabelle byrne	17.06.04	view
<input type="checkbox"/>	<input type="checkbox"/>	AMEENA BURNBY	EDEN BURNBY	17.06.04	view
- Delete / Bar / Re-activate:** A table for managing active accounts.

Delete	Bar	Re-activate	Status	Account Holder	Status	Child's name	Relationship
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Active	Mike Ashcroft	Primary	Hope Ashcroft	Father
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Active	scott Beaumont	Primary	morgan Beaumont	Father
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Active	Deborah Bennett	Primary	Holly Bennett	Mother
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Active	Shelly McGovern	Primary	Sam Berry	Mother
- Account Details Form:** A form to edit parent details.

Account Holder:	Bennett, Deborah
Child's name:	Bennett, Holly
Child's main room:	Bear Room
Status:	Primary User
Primary Room:	NA
Relationship:	Mother
Email:	dbennett@btinternet.com
Max. viewing time per day:	30 minutes
- Camera Access:** A form to select which cameras a parent can access.

Camera	Access
Bear Room	ON
Giraffe Room	ON
Hippo Room	Blocked
Hippo Sleep Area	ON
Tiger Room	Blocked
Panda Room	Blocked
Bunny Room	Blocked
Zebra Room	Blocked
Garden	ON
- Time Access:** A table to set viewing times for each day.

Day	Session 1 From	Session 1 To	Session 2 From (optional)	Session 2 To (optional)
Monday	11:00 am	12:00 pm	1:00 pm	3:00 pm
Tuesday	9:10 am	11:00 am	4:00 pm	5:00 pm
Wednesday	8:10 am	10:00 am	2:00 pm	4:00 pm
Thursday	11:00 am	12:00 pm	3:00 pm	5:00 pm
Friday	7:10 am	9:00 am	2:00 pm	3:00 pm
Saturday	8:10 am	10:00 am	1:00 pm	2:00 pm
Sunday	No Access	No Access	No Access	No Access

Beware! Other systems are only half as good

The key to the success of nursery webcams is for parents to be able to view the images from work. However, many large organisations have complex company firewall systems and proxy servers which limit what can be viewed on the internet.

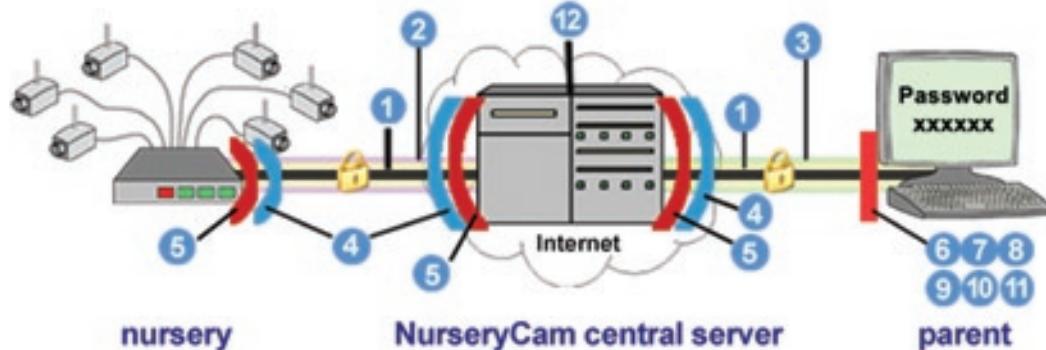
Our firewall tunnelling viewing mode ensures ALL of your parents can see their children in their workplaces - even those working within banks or military compounds. Our system is compatible with Windows, Apple Macintosh and Linux, and can bypass all kinds of corporate firewalls and proxy servers. Other webcam systems do not have the same functionality, which can mean that up to 50% parents would not be able to see their children from their work-based PC.

It's a simple registration process and easy for me to program in for only the days that the child is present. I'm very pleased that I chose this system. Thanks NurseryCam.

- Michelle Williamson, Twinkle Tots Day Nursery

NurseryCam is safer than online banking

Security is our highest priority. As a result, we use the same technologies and processes as online banking and military organisations. In many areas we have even gone few steps further to ensure our system is safer than the on-line banking facilities. It is security to the extreme!



Multi-layered Security Protection

Image Encryption (1) - The NurseryCam Parental Webcam system is the ONLY nursery webcam system that encrypts every single image before it leaves your nursery. Image encryption prevents anyone from tapping onto the phone line and eavesdrop the images.

Virtual Private Network 3DES (2) - VPN is a technology that makes a secure tunnel for the transmission of data. It is usually used by large companies to transmit confidential data from one office to another. While each image is encrypted, this secure tunnel provides an extra security layer.

Secure Socket Layer 128-bit (3) - Every parent's login password and all information sent out from the NurseryCam Parental Webcam is encrypted with the military-graded 128-bit SSL protocol.

Secure Parent Accounts

Individual Parent Account (6) - Each parent has an individual password account. No account sharing is allowed, even between mum and dad. This enables us to closely monitor each account and catch any suspicious activity. Issuing of lost/stolen passwords will be restricted to an automated process.

Parent login history (7) - We have developed a proprietary, patent-pending login system where parents can see their last twenty logins including information on login status, location, source and network. Any suspicious activity within their account can be spotted immediately. NurseryCam is proud to have pioneered this innovative security monitoring function - one that it is not matched, even by online banking systems.

Secure Parent Account Application Process (8) - Every parent has to obtain a secret PIN from their nursery before being able to submit an application through our secure application process. The account is only activated after the application has been reviewed and approved by the nursery management. In this process, not even the nursery owner knows the parent's account password.

Automatic Log-out functions (9) - To prohibit unauthorised access to the NurseryCam Parental Webcam from an unattended computer, each account automatically stops image updates and has timed log-outs after five minutes.

Secure Nursery Control Panel

Full control over Parent Accounts (10) - Nursery managers have full control of all parent accounts and cameras. Only the authorised manager can approve, suspend or delete parent accounts.

Full control over Room and Time Access (11) - Your nursery will limit individual parent's viewing access to only the room(s) his/her child is in (e.g. Bear Room and garden) and the time his/her child attends the nursery (e.g. Monday and Wednesday afternoons only). Plus, you can limit the maximum viewing time per day.

Secure Central Server Protection

Watchdogs (4) - Watchdogs are programmed to routinely check all gateways and detect any suspicious activity or multiple failed attempts. If detected, our security staff are immediately alerted.

Firewalls (5) - Firewalls are used to prevent unauthorised internet users from accessing NurseryCam servers. Each message entering or leaving the NurseryCam servers are examined and those that do not meet our specified security criteria are automatically blocked.

24 Hours Security Monitoring (12) - Our dedicated monitoring team operates 24/7 to ensure that the highest security standard is maintained at all times. An abused account would be suspended immediately and dealt by our security personnel directly.

Centralised Architecture

Most hackers don't crack into the systems by brute force. Banks and military organisations are often vulnerable because their systems involve many people and multiple access points. The NurseryCam central server is built on a simple, proprietary platform where it is protected by layers of security functions which close off all possible loopholes.

