



# CASE STUDY

Construction Company Exxel Pacific, Inc. Benefits from the Utility of Overhead Time-Lapse Cameras



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**“All deliveries must be scheduled and coordinated with trades, using the means we have available.** The overhead camera helps witness the process, and it helps me refine my site plan, deliveries, and laydown.”

## Organization Snapshot

**Company:** Exxel Pacific Inc.  
**Industry:** Construction  
**Location:** Washington

### Introduction

Like most construction businesses, Exxel Pacific, Inc. had standard security and visibility concerns. Site Logistics Coordinator Mark Rosenwald had a creative solution in mind, but he needed to partner with an innovative and flexible security monitoring company to make his vision a reality.

### About Exxel Pacific, Inc.

Exxel Pacific, Inc. is a northwest Washington-based construction company that was founded in 1989. They work with a variety of clients on a wide array of projects, from commercial and mixed-use projects to multifamily, student housing, hospitality, medical, historic renovations, and more. Exxel Pacific prides themselves on being Team Owned and Team Built, providing a unique and comprehensive construction and development experience to everyone they work with.



### The Challenges

Construction projects don't take place in a vacuum. Security and liability issues abound in the construction business, but one of the primary concerns for a site coordinator goes beyond the project itself, and requires an understanding of the existing ecosystem and patterns around the site in order to maximize productivity, time deliveries and additional security presences, and understand the overall rhythm of the area the project is being built in. Traffic control plans, noise variances, relationships with neighbors, materials and equipment deliveries- all require extensive data and confirmation that is not always readily available. Throughout development, there is constant scrutiny of every aspect of the process.





**“Having an overhead perspective is an invaluable tool for watching how you’re interacting with the community and who your neighbors are. You’ll notice patterns in activity on the time lapse that you might miss on the ground level.”**

## The Solution

Prior to setting up ground-level security surveillance, Rosenwald prioritizes the overhead camera, and getting a commanding view of the location. Stealth installed an overhead time-lapse camera on an adjacent existing building that provided a perfect arial view of a recent project. Live Feed from the camera is accessible on the Exxel Pacific website, which is an excellent marketing and transparency tool for the business.

The camera takes a photo every ten minutes until the job is complete, fostering an image library that is used as a day-to-day and week-by-week reference for anyone working on, reviewing, or confirming activities in and around the site.

 [Here is a short video of time-lapse clip from the Exxel Pacific site.](#)

**Since partnering with Stealth**, Exxel Pacific, Inc. Site Logistics coordinator Mark Rosenwald has found a creative partnership with Stealth Monitoring Senior Account Executive Paul Gross. Exxel Pacific now has a live feed from an overhead time-lapse camera that allows for increased site visibility. Time-lapse camera clips also provide a clear birds-eye view and record of what each day on the site looks like, how traffic and activity around the site flows, and how the project moves along from start to finish. This means stakeholders can easily monitor the activity. With 10-minute increments, and from far enough away, you really get the gist of what’s happening. It’s about productivity- it marks the progress of an operation.





## The Results

Rosenwald states that the overhead cameras serve a variety of functions, from security and logistics support to marketing and review.

- **The benefits of overhead time-lapse cameras are best when implemented early.** Setting up an overhead time-lapse camera in the earliest phase of construction allows a comprehensive picture of the site progression from start to finish. From foundation back up to street elevation, a daily picture of the activity from hour to hour can be documented. Aerial views mean clear visibility of the site's interaction with the surrounding environment simultaneously.
- **All interested parties have access to the photo library, which acts as a reference point and guide to activities on site as they occur.** Exxel Pacific values building relationships with their clients as well as

their business associates, and Stealth's Paul Gross has understood that dynamic. Helping to establish the overhead time-lapse cameras and meeting Mark Rosenwald's specific surveillance needs has created a valuable touchstone and common reference point for a variety of parties involved in the construction process, even allowing for video loops that can show off the incredible work they complete throughout each project.

- With a previous project, Lakeview, the overhead time-lapse camera was installed on the last section of a crane to get that same bird's eye view. **It has proven invaluable as a resource, even allowing for screen grabs of images that can be used as illustrations and graphics when conveying plans or information from team to team.**

**According to Mark Rosenwald, Site Logistics Coordinator at Exxel Pacific, Inc.,** "I've had great success working with Stealth Monitoring on projects in and around Seattle... These cameras function as more than traditional security. You've got to think of it as documenting progress."

