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BLAKLENS PRODUCT BRIEF

Project Cameras + Enviro Cameras

Overview

This brief explains the two BLAKLENS product streams in more depth than the sales brochures. It is intended for clients, project partners, consultants and procurement teams who need to understand the product logic, value proposition, deployment model and likely applications before requesting a proposal.

BLAKLENS Project Cameras and BLAKLENS Enviro Camera Network are connected through the same core idea: field-deployable visual intelligence. The key distinction is simple: Project Cameras sell visibility. Enviro sells intelligence.

BLAKLENS Project Cameras	BLAKLENS Enviro Camera Network
Designed for construction, infrastructure, renewable energy and industrial project visibility.	Designed for wildlife, biodiversity, threatened species, rehabilitation and remote environmental monitoring.

BLAKLENS Project Cameras

BLAKLENS Project Cameras are designed for fast, practical project visibility without the complexity of traditional camera installations. Built around portable deployment, solar-assisted operation, 4G connectivity, dashboard access, live streaming, scheduled video capture and long-term image recording, the system gives construction, infrastructure and renewable energy teams a simple way to see progress, document milestones and manage site visibility from anywhere.

Compact and lightweight - approximately the size of a Rubik's Cube - BLAKLENS cameras are easy to transport, install and relocate as projects evolve. With no heavy lifting equipment required, cameras can be moved when needed to maintain the best project view throughout the construction lifecycle.

What makes BLAKLENS different is the combination of rugged camera hardware, self-install capability, remote access, live viewing, scheduled video creation, AI-powered analytics and managed support within one project-ready platform. Rather than being just a camera, BLAKLENS Project Cameras are built as an all-in-one visual intelligence solution for project managers, contractors, stakeholders and asset owners.

AI analytics can assist with project progress tracking, site safety observations and environmental compliance monitoring, helping teams gain more value from their visual data while improving reporting and decision-making.

Why this is different in the market

Many camera products solve only one part of the problem: image capture, live feed, or simple cloud upload. BLAKLENS Project Cameras are positioned as a complete project-visibility platform: Quickly dispatch direct to site, Small but powerful footprint, ready to go out of the book – Self install and switch the switch to capture.

Ther hardware, solar-assisted field deployment, live access, scheduled video, dashboard viewing, archive creation, AI analytics options and managed support. That combination is what gives the system value beyond the hardware itself.

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Major benefits

1. Fast Deployment & Easy Relocation

Compact, lightweight cameras are delivered direct to site, self-installed and easily moved as project requirements change - without heavy lifting equipment.

2. Complete Project Visibility

Monitor progress, milestones and daily activity remotely through high-quality imagery, live streaming and scheduled video updates.

3. Reduced Site Visits

Helps managers, clients and stakeholders stay informed without always needing to attend site, saving time and travel costs.

4. AI-Powered Insights

AI analytics support safety monitoring, progress tracking and environmental compliance reporting, turning visual data into actionable information.

5. All-in-One Project Record

Combines imagery, live streams, scheduled videos, dashboard access and historical archives into a single platform for reporting, stakeholder engagement, dispute reference and project legacy documentation.

Core features

Portable self-install deployment

Sent direct to site with a guided setup pathway so project teams can get visual access quickly.

Solar-assisted power

10-20W solar plus battery pack options support efficient long-term unattended monitoring.

Camera options

12MP with 105-degree field of view, plus 64MP and thermal camera options where project requirements need higher detail or specialised visibility.

Dashboard and image gallery

Remote project image access, viewing history, gallery links and a single place for stakeholders to review progress.

Live streaming and scheduled video

Live viewing and scheduled video creation options help teams communicate progress without waiting for manual exports.

AI analytics options

AI-assisted review can support progress tracking, safety observations and environmental compliance monitoring depending on the project configuration.

Fully Managed with Full Support

Remote support and management options help reduce client-side setup friction and keep projects moving.

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Benefits for construction managers

Strengthen Team Communication

Eliminate confusion by sharing clear, real-time visuals. With everyone viewing the same footage, decisions are made faster - reducing downtime and costly rework.

Keep Projects on Schedule

Gain live visibility into daily progress and detect potential bottlenecks early. Maintain control, prevent delays and stay on budget.

Optimize Resource Allocation

See exactly where labour and materials are over- or under-used. With reliable imagery, you can streamline operations and maximise ROI on every dollar spent.

Use cases and applications

Contact us to discuss your specific application. BLAKLENS Project Cameras can be configured wherever repeatable visual records, remote access, project visibility or evidence capture are valuable.

Construction and Engineering	Monitoring construction sites to track progress, support safety and manage resources.
Renewable Energy and Utilities	Monitoring solar farms, wind farms, BESS, substations, power plants, power lines and transmission works.
Agriculture	Observing crop growth, monitoring weather, and detecting pests or diseases.
Environmental Monitoring	Tracking landscape change, wildlife, erosion, vegetation recovery and environmental phenomena.
Traffic and Urban Planning	Analysing traffic flow, congestion and movement patterns for infrastructure planning.
Weather and Atmospheric Research	Documenting weather conditions and atmospheric changes over time.
Retail and Hospitality	Monitoring customer flow, optimising layout and enhancing security where privacy requirements allow.
Event Monitoring	Capturing the lifecycle of festivals, sporting events and major public gatherings for review and promotion.
Real Estate and Property Management	Showcasing property development and monitoring assets for maintenance needs.
Scientific Research	Observing natural phenomena, animal behaviour and experimental conditions.
Yacht Deck Monitoring	Monitoring yacht decks for safety, maintenance and voyage documentation.
Historical Preservation and Archaeology	Documenting changes in historical sites and archaeological digs.
Education and Training	Recording experiments, training activities and construction demonstrations for instructional use.
Public Safety and Emergency	Reviewing emergency response actions or crowd

Response	movement for training and planning.
Oil Industry Monitoring	Monitoring drilling sites, production facilities and pipelines for progress, safety, leaks and environmental compliance.
Parking Meter and Curbside Monitoring	Tracking occupancy, parking patterns and usage for parking and mobility planning.

Privacy, consent, site permissions and regulatory requirements should be reviewed for deployments involving public spaces, customers, patients, traffic, safety monitoring or sensitive operations.

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BLAKLENS Enviro Camera Network

BLAKLENS Enviro is a deployable environmental camera network designed to capture wildlife, habitat and environmental activity across large and remote areas. The system combines field cameras, long-range wireless connectivity, solar-powered base infrastructure, Starlink backhaul, weather data, cloud storage and AI-assisted image review into one connected monitoring platform.

What makes BLAKLENS Enviro different is that it is not simply a trail camera program or a standalone monitoring device. It is designed as a scalable field intelligence network, capable of supporting multiple cameras across a broader monitoring area while giving clients remote access to images, data, trends and reporting.

This makes it particularly valuable for threatened species monitoring, environmental offsets, mining rehabilitation, Indigenous ranger programs, research projects and remote land management. The system is designed to convert field imagery into practical environmental intelligence that can support faster review, stronger evidence and better long-term monitoring decisions.

Why this is different in the market

Traditional ecological monitoring often relies on manual site checks, standalone cameras, pit traps, delayed reporting and labour-intensive data review. BLAKLENS Enviro is designed as a connected monitoring network rather than a single device. It combines cameras, communications, weather data, cloud access and AI-assisted review into a field intelligence model that can scale across broader monitoring areas.

Major benefits

1. Larger Monitoring Coverage

Supports multi-camera deployments across broad field areas rather than relying on isolated camera points.

2. Reduced Manual Field Work

Helps reduce the need for frequent site visits, manual camera checks and labour-intensive monitoring methods.

3. Real-Time Environmental Intelligence

Images and data can be uploaded to the cloud so teams can review activity faster and respond sooner.

4. AI-Assisted Species Review

Supports faster sorting, identification and analysis of animal activity, helping turn image capture into usable data.

5. Integrated Environmental Context

Combines camera imagery with weather and site data to create a stronger record of what happened, where, when and under what conditions.

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Core network features

10 cameras per base station Scalable monitoring coverage for site-specific environmental programs. More coverage in zone planning	**Long-range HaLow network** Camera network designed to transmit imagery back to a base station across broad field areas, subject to terrain and line-of-sight conditions.
Cameras available singularly to place individually and attach to the project via 4G LTE where available.	**AI-supported image analysis** Species review and classification workflows designed to reduce manual image sorting and improve data usability.
Weather and environmental data Weather station integration can connect imagery with temperature, rainfall, wind and site conditions.	**Starlink backhaul with LTE fallback** Remote connectivity pathway for sites where standard mobile coverage is limited or inconsistent.
Mobile trailer base station Solar-powered trailer option with battery capacity for remote or relocatable deployments.	**Cloud dashboard** Secure access to images, status, filters, trends and reports from a central portal.

Primary applications

Threatened species monitoring Remote image capture and AI-assisted review for species activity and habitat observation.	**Environmental offsets and rehabilitation** Long-term visual evidence for recovery, vegetation, habitat use and compliance reporting.
Indigenous ranger programs Support for Country-based monitoring, field education and environmental stewardship.	**Mining and infrastructure compliance** Remote monitoring of biodiversity, feral species, water points and rehabilitation areas.
Research and universities Scalable image collection for field research and environmental datasets.	**Government programs** Deployable monitoring for protected areas, biodiversity programs and landscape-scale environmental management.

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C.L.E.E.R. Connections Capability Layer

C.L.E.E.R. Connections sits behind BLAKLENS as the parent capability business. It provides the field operations, visual communications, procurement credibility and project delivery experience required to support both the Project Cameras and Enviro Camera Network offerings.

Aboriginal business

C.L.E.E.R. Connections provides an Aboriginal business pathway for project and environmental monitoring programs.

Supply Nation certified

Certification supports clients seeking meaningful Indigenous procurement participation and supply-chain diversity.

Visual communications capability

Photography, video, drone, timelapse, 360 virtual, AI visual intelligence and project storytelling.

Field deployment experience

Site-ready systems, remote power, camera deployment, dashboards and support workflows.

Construction and environment focus

A combined capability for projects, infrastructure, renewable energy, environmental monitoring and land management.

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Engagement and pricing pathways

The recommended commercial model is pathway-led rather than a simple camera price list. Project Cameras can later move toward clear from-pricing once cost modelling is complete. Enviro should remain quote-based around pilot programs, annual monitoring programs and enterprise deployments because site conditions, species targets, camera counts, connectivity, reporting and data workflows vary significantly.

Portable Project Camera Kit

Self-install project visibility. From-pricing can be published after final cost and margin modelling.

Managed Project Camera Support

Dashboard setup, gallery support, reporting assistance and remote support. Monthly or project quote.

Trailer System Option

Optional relocatable or remote infrastructure support where power/connectivity/platform requirements justify it. Quote per deployment.

Enviro Pilot Deployment

Proof-of-concept monitoring program to test field performance, data workflow and client reporting needs.

Enviro Annual Monitoring Program

Government, mining, research, biodiversity, ranger and environmental compliance programs.

Enterprise Environmental Network

Large-scale network deployment across multiple sites, base stations or regions.

Recommended next step

The best next step is a short discovery call to confirm the use case, site conditions, preferred deployment period, connectivity, reporting needs, data access, safety requirements and whether the client needs project visibility, environmental intelligence, or both.