

## **Scripps Unveils New Live HD Web Cam of Surf Views from Scripps Pier**

*Just in time for beach season, collaboration with Surfline.com brings La Jolla ocean views to the world in real-time*

July 1, 2011

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Ocean enthusiasts around the globe can now virtually step on to the Scripps Pier for a live, crystal clear view of the waves below - at no cost. The Scripps Pier Cam, sponsored and powered by Surfline.com, provides a streaming HD video feed of surf north and south of the Scripps Pier, located at the heart of the Scripps Institution of Oceanography at UC San Diego campus in coastal La Jolla, Calif.

Visit the Scripps Pier Cam on the Scripps Institution of Oceanography website: <http://scripps.ucsd.edu/piercam>.

The Scripps Pier Cam provides surfers, swimmers, kayakers, divers and beach-goers with remotely accessible and immediate information about surf and beach conditions.

The Scripps Pier Cam webpage also provides real-time coastal forecasting information from Scripps' Coastal Data Information Program (CDIP) and weather/atmosphere data from Earth Networks monitoring stations on the Scripps Pier. The 1,084-foot-long Scripps Pier was built in 1988 and is closed to the public. Data about ocean conditions have been taken from the pier continuously since 1916 and provide an unparalleled source of information on the coastal Pacific Ocean.

Prior to the HD cam launch, Scripps' previous pier cam went on hiatus for period of approximately seven months, during which time nearly 100 users wrote in to express that they missed the view. Several cited the cam as a way to reduce their carbon footprint by avoiding an unnecessary drive to the beach only to learn that conditions were poor. It also attracts visits from prospective students, parents, alumni and friends of Scripps and UC San Diego near and far seeking a virtual escape to the campus' premium Southern California locale.

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