2016 President's Award

As presented by Doug Bechtel at the New Hampshire Audubon Annual Meeting, September 17, 2016.

Bret Clark and Shannon Laverty accepting the 2016 President's Award on behalf of Single Digits.

Photo by Terri Donsker.

A pair of Peregrine Falcons in Manchester, NH have called the 13th floor of the Brady Sullivan Tower home since 2001. Cameras first installed in 2003 by the company formerly known as Spectra Access provided viewers with a mediocre, daytime glimpse into the life cycle of the fastest birds on earth. Because the images were very grainy and included no sound, those tuning in to see the Peregrines were treated to a less-than-satisfying experience.

Enter, Single Digits. In 2014, Single Digits purchased Spectra Access and subsequently installed two new high-resolution-cameras with night vision and sound. The cameras were also able to pan, tilt and zoom so that the Peregrine chicks could be relocated when they moved to a different corner of the nest box. This "single" generous act completely transformed the Peregrine viewing experience, created an enthusiastic virtual community, and raised awareness of NH Audubon's Peregrine Falcon conservation efforts. Now viewers are joined literally by thousands of others from around Manchester, throughout the country, and around the globe and enjoy a crystal clear view, incredible sound, and the ability to chat in real time with other viewers. Schools send many letters about the birds to Single Digits and the community of Peregrine watchers was inspired to create a calendar of images from the camera, the proceeds of which will help NH Audubon with Peregrine Falcon management.

The new Peregrine cam has received over 300,000 views from 51 different countries (96% from the US). People have spent over five million minutes watching the Peregrine Falcons in 2016. This is truly an example of using technology to bring people closer to nature.

NH Audubon is incredibly grateful to Single Digits for their interest and support of our Peregrine Falcon monitoring efforts.

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