

Higher education facilities including college and university campuses can enjoy significant benefits from the use of a Dynamic Digital Signage network. In this report we discuss three different vendors, their costs and benefits.

Dynamic Signage

Process Management
Project

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TEAM INFORMATION

Team Sponsor

David Gingerella

Team Co-Leaders

Maggie Lucey, Linda Hudson

Team Facilitator

Kathy Ronaldson

Team Members

Ricardo Rivera, Dina Brown, Lenin Tejeda, Jeff Bickford, Erin Willett, Maureen O’Leary, Deb McKinney, Sue Cunningham, Jason Bohanan, Susan Martin

Team Resources

David Gingerella – Finances

Phil Wysocki – Blackboard

PROJECT STATEMENT

Increase communication college-wide at NECC by enhancing our existing electronic communication systems with the addition of an ADA compliant dynamic digital signage network with panels located at key locations.

Provide a system that could allow for future revenue generation opportunities through the use of paid advertising. (Vendors such as Coca Cola Inc.)

Measurements of Success

1. College unit or vendor is identified to technically support the system
2. Addition of several dynamic signage panels throughout our buildings
3. A clear protocol is defined and administered by the managing unit at the college
4. College unit is identified and trained to manage the dynamic signage system

BACKGROUND

Digital signage is a new way of communicating messages electronically and it is being used in all kinds of businesses including higher education. Different businesses use this system to display different kinds of information. Retail stores are using it to display different products, Airports use it to display arrival and departure times of flights, and even banks use it to display different types of available services. This team was formed after the NECC Student Senate made a donation of \$2,000.00 towards the implementation of a new digital signage network.

Higher education facilities including college and university campuses can enjoy significant benefits from the use of a Dynamic Digital Signage network. Beyond student, staff and visitor communications, new revenues can be available through the signage network. Sponsored content and suitable, campus-approved advertising can offset display network costs, fund expansion or bring new revenues to individual departments of the campus as a whole.

OPERATIONAL DEFINITIONS

ADA – Americans with Disabilities Act

Dynamic Signage – Display devices used to present information that is constantly changing.

RSS – Rich Site Summary. RSS Feeds can include constantly updated information that can be presented fully or summarized. Sample content includes news headlines.

SMS – Short Message Service. It is used to send short messages (text messages) to mobile phones.

Stakeholders – NECC Students, Faculty and Staff

Way-Finding – Technique used by systems to show how to get to a location starting at your current location.

PROJECT TIMELINE

	12-Sep	12-Oct	12-Nov	12-Dec	13-Jan	13-Feb	13-Mar	13-Apr	13-May	13-Jun	13-Jul	13-Aug	13-Sep	Fall 2013	Fall 2014	Spring 2015
Determine project and draft survey questions	■															
Implement surveys and run focus group		■														
Compile and evaluate survey results		■														
Draw conclusions and research vendor options			■	■	■											
Make recommendations for short and long term solutions			■	■	■											
Submit Draft Report					■											
Submit and Present Final Report						■										
Receive Feedback from Steering Committee						■	■									
Revise Implementation Plan Based on Budget Allocations									■	■	■					
Installation of Monitors										■	■	■				
Development of Policies & Procedures											■	■	■			
Technical Training Occurs												■	■			
Functional Training Occurs												■	■			
Future Implementation Plans															■	■

FORCE FIELD ANALYSIS

What is it?

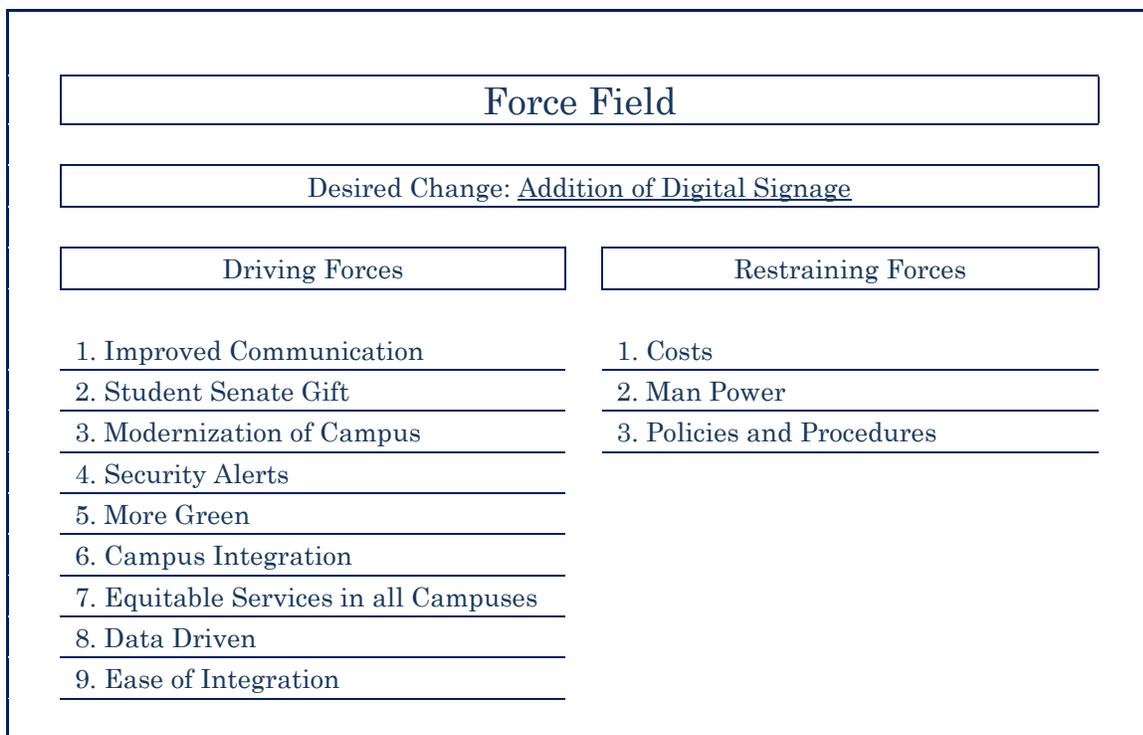
A force field analysis is a technique for analyzing the forces that will aid or hinder an organization in reaching an objective.

When is it used?

A force field analysis is used any time a change is expected to be hard to make.

How is it made?

- Define the desired change
- Identify driving forces
- Identify restraining forces
- Prioritize forces
- List actions to be taken



The force field analysis led us to believe that this would be a great project to proceed with. The seed money donated by the Student Senate led to the creation of this team, and their interest and passion to implement signage throughout the College tells us that signage is something that the student community is looking forward too. The only limiting factors that our team could think of were applicable during the beginning stages of the project implementation. Costs would decrease after the initial deployment, as well as potential the manpower costs. The policies and procedures would have to be developed which could take some time and effort, but onced developed minimal maintenance and updating would have to be made. After looking at this analysis our team felt confident going forward with looking into deploying a digital signage system at NECC.

SUB-COMMITTEES

Research and Technical Management Committee

Team Members

Ricardo Rivera, Jeff Bickford, Dina Brown, Lenin Tejada

Dynamic Signage

Currently, Northern Essex Community College communicates through email, bulletin boards, broadcast messages, Twitter, Facebook, electronic marquee, the NECC website, as well as face-to-face and telephone. While each system provides helpful information to different audience types, they each have limitations, especially when dealing with getting messages out to the larger community. Our process management team looked at the processes for each form of communication, as well as what other institutions used to share information. We knew that the one potential solution was looking into a Dynamic Signage system, allowing for increased communication and a new intercampus connection.

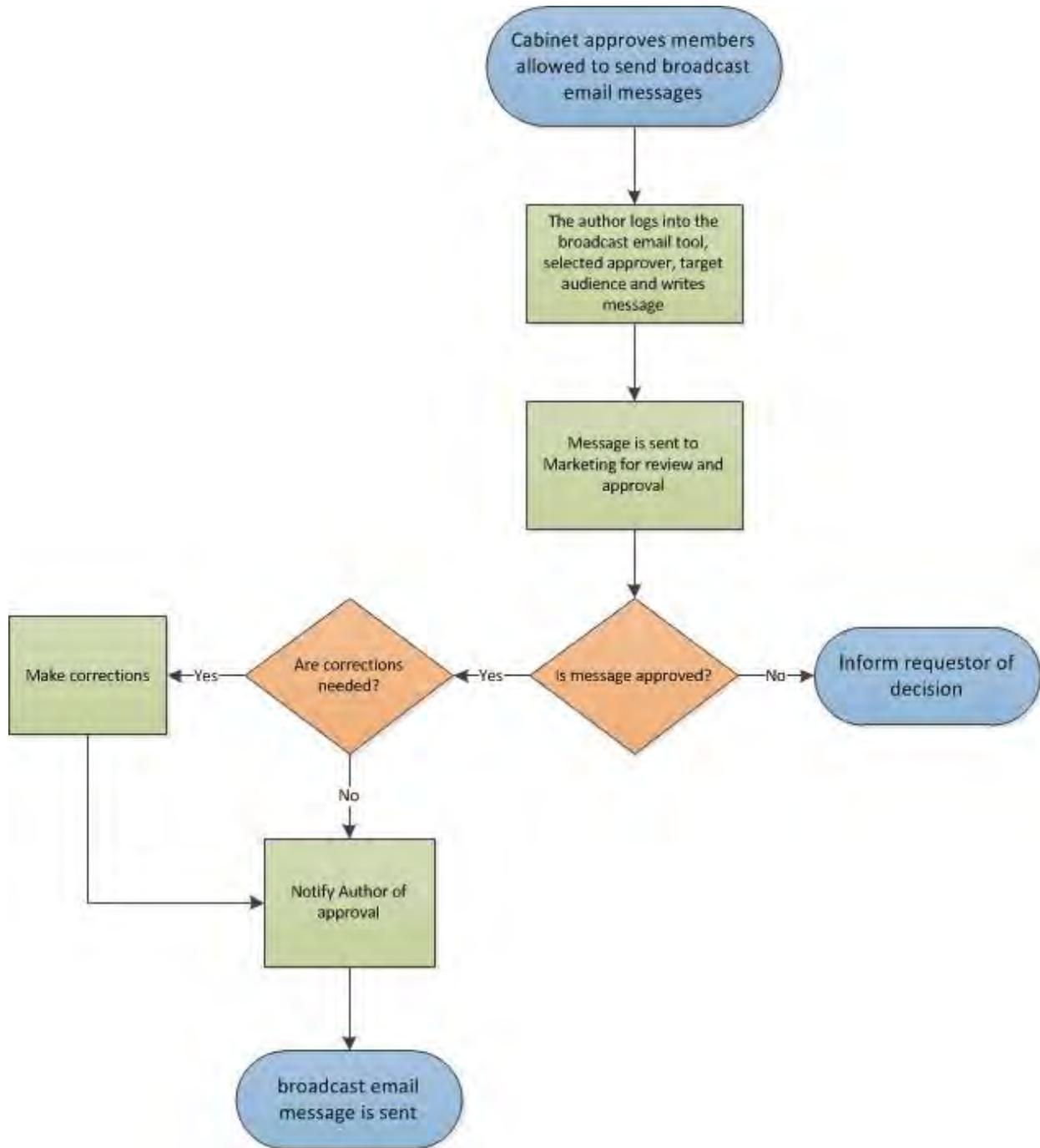
The research/technical sub-committee contacted other colleges and universities within the Commonwealth of Massachusetts, and beyond, to determine who, if any, is using what type of dynamic system. A survey was created and emailed to student activities directors from around the state, see Appendix A. Out of the 29 institutions in Massachusetts, 17 responded, as well as four out-of-state colleges. Eleven colleges, seven from Massachusetts had comparable systems. No two institutions had the same system and none of the institutions allowed external advertising. Two additional institutions use external marquees, but those systems were comparable to an existing marquee that we currently use and were not compatible with our team's focus.

Current NECC College Communication Tools

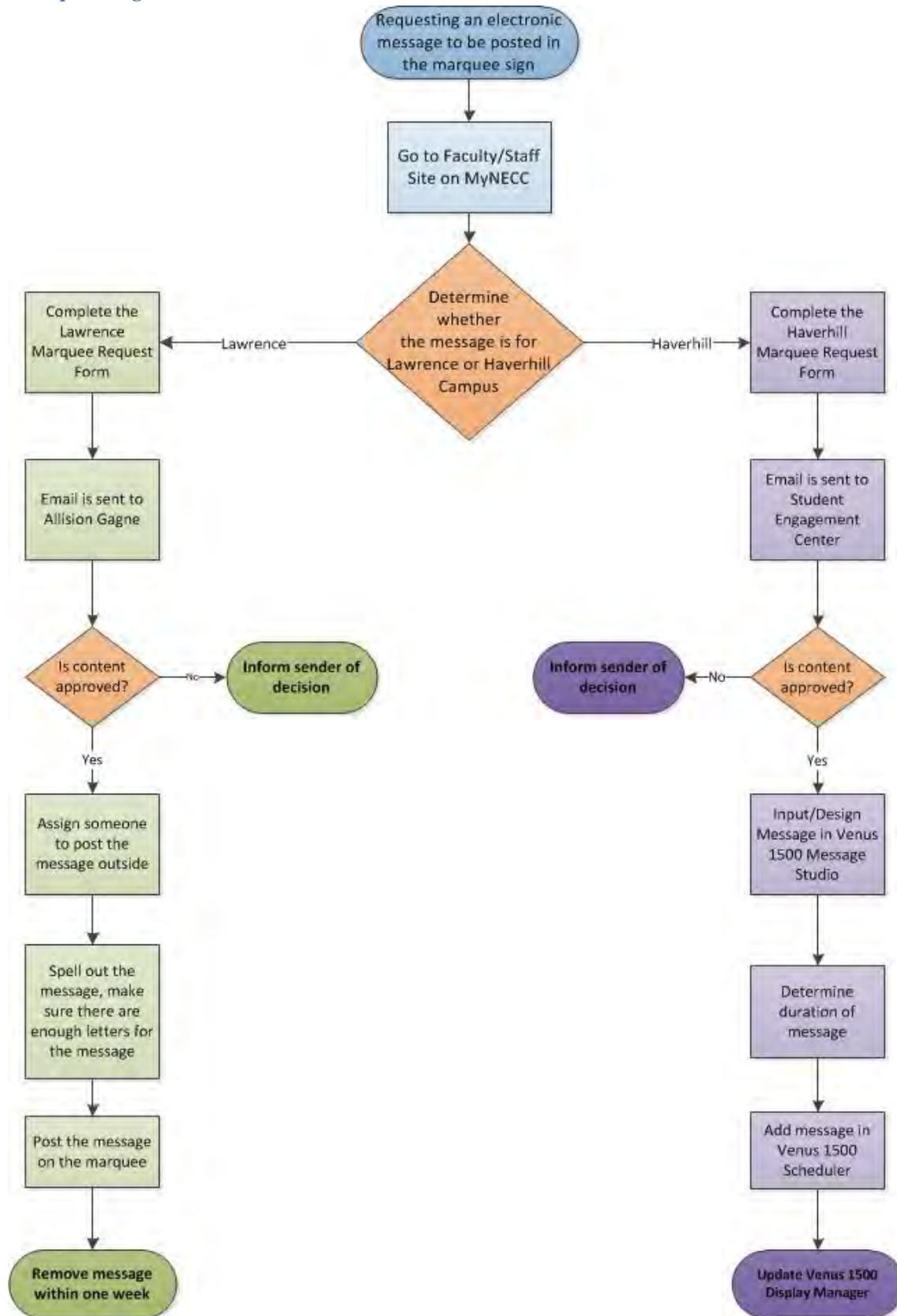
The Process Management Team determined that we needed to see what the College is currently doing to communicate to our stakeholders. In doing so, we looked at what tools are currently being used. Once we knew what tools were used, we decided to create flow charts to show how each tool is used and managed to help us look at how the new implementation of digital signage should work.

Current NECC Communication Tools - Flow Charts

Broadcast Email

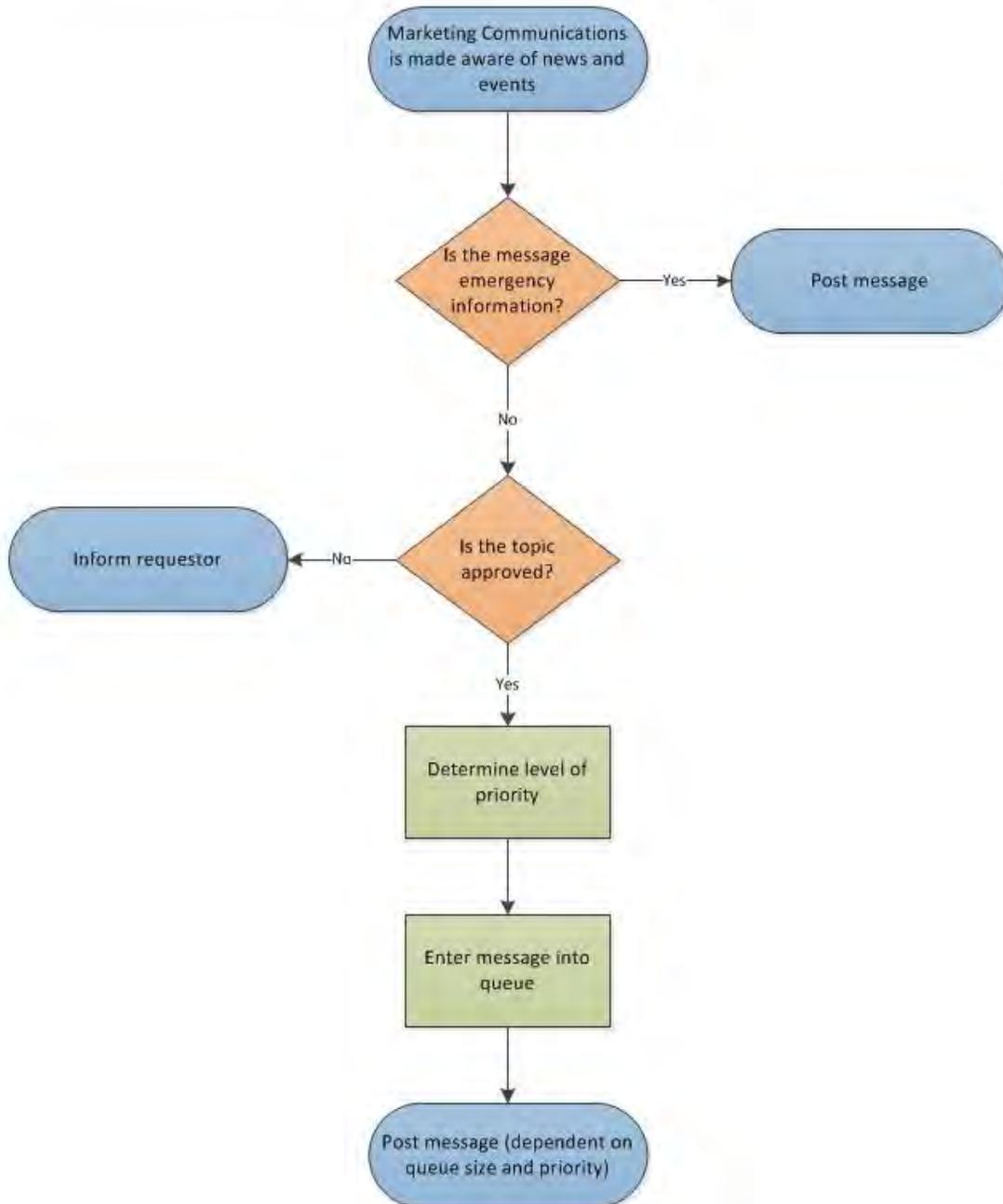


Marquee Sign



Topics Considered for Postings:

- Recruitment
- Timely news items
- Events open to the public on campus
- Events off campus that NECC is involved in
- High-level info for current students

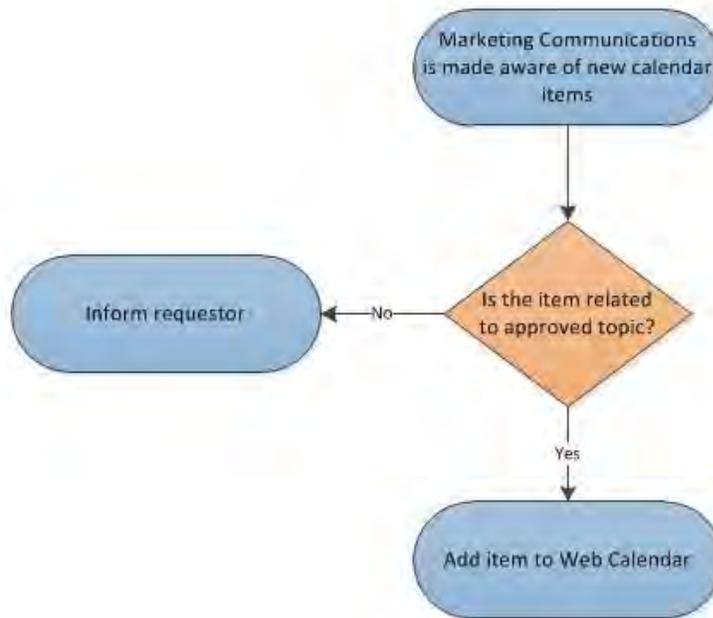


Website Calendar

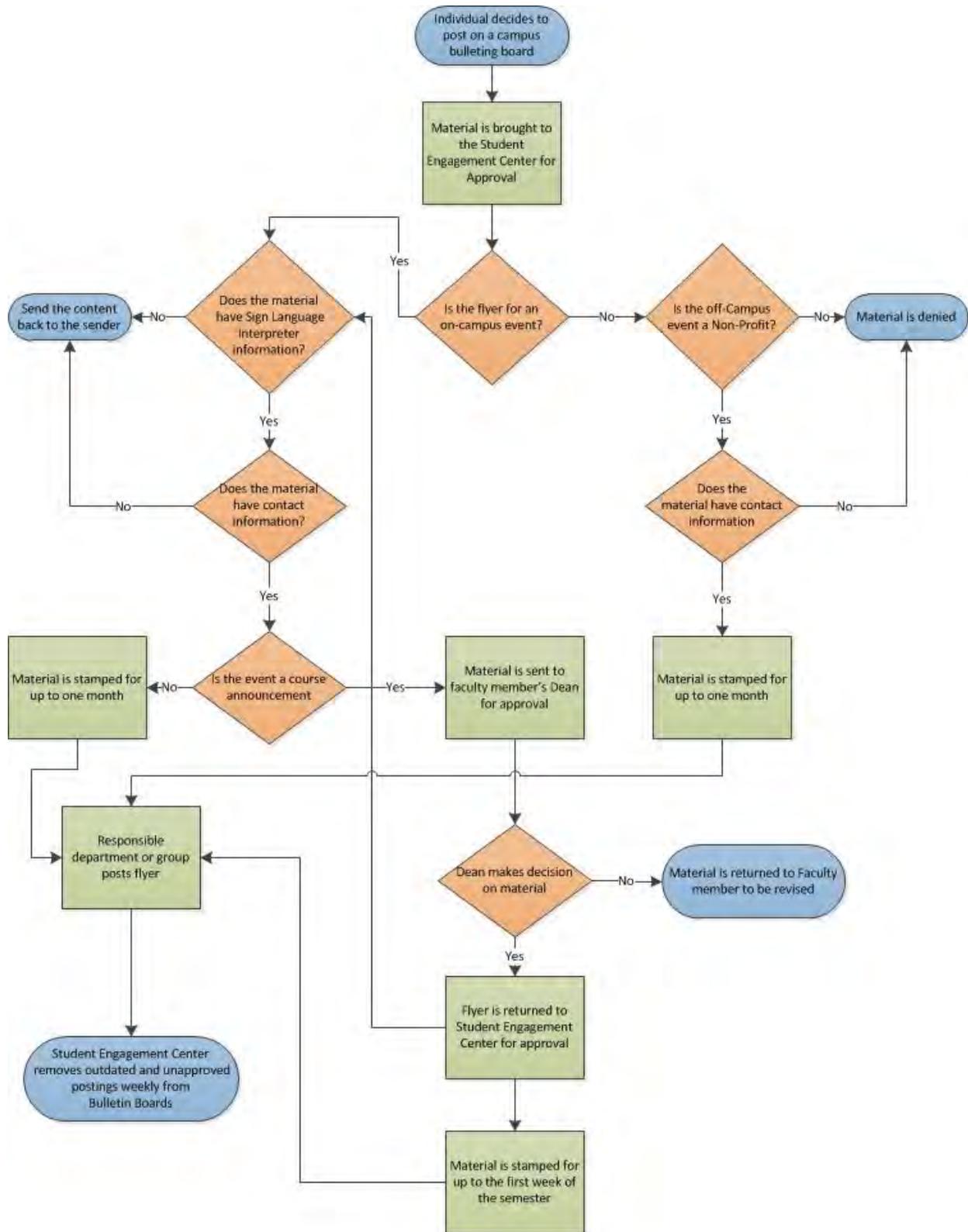
Topics considered for posting:

- Recruitment (Info Sessions)
- Timely news items
- Events open to the public on campus
- Events off campus that NECC is involved in
- High-level info for current students
- Student engagement events on campus

Note: Items related to dates regarding paying student bills, refund dates, add/drop dates, or withdrawal dates are not posted on the calendar



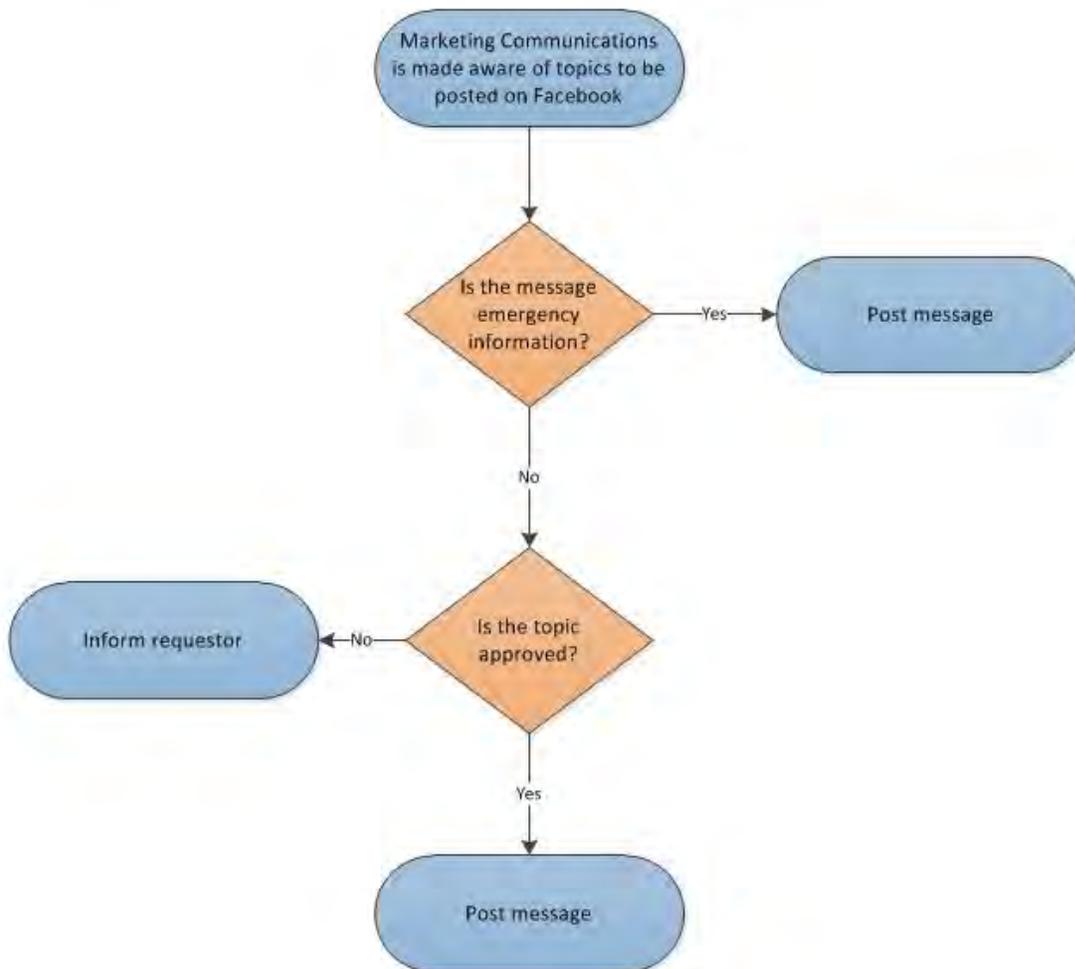
Bulletin Boards



Topics Considered for Postings:

- Timely news items
- Events open to the public on campus
- Events off campus events that NECC is involved in
- High-level info for current students
- Student engagement events on campus
- Photos

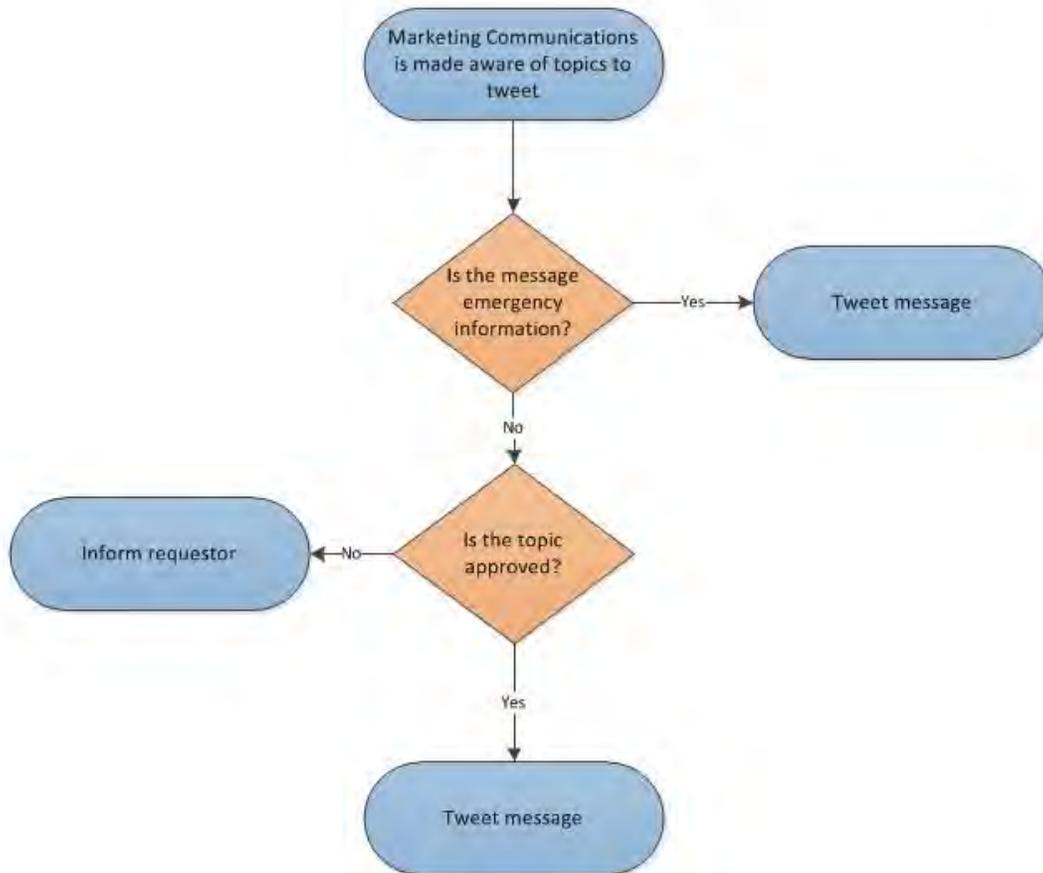
Note: Items are posted on Facebook no more than 2 - 3 times per day



Topics Considered for Postings:

- Timely news items
- Events open to the public on campus
- Events off campus that NECC is involved in
- High-level info for current students
- Student engagement events on campus
- Photos

Note: there are 2 twitter handles at NECC: "NECC" & "NECC newsroom." No more than 1 – 5 tweets per day



Public Radio and TV

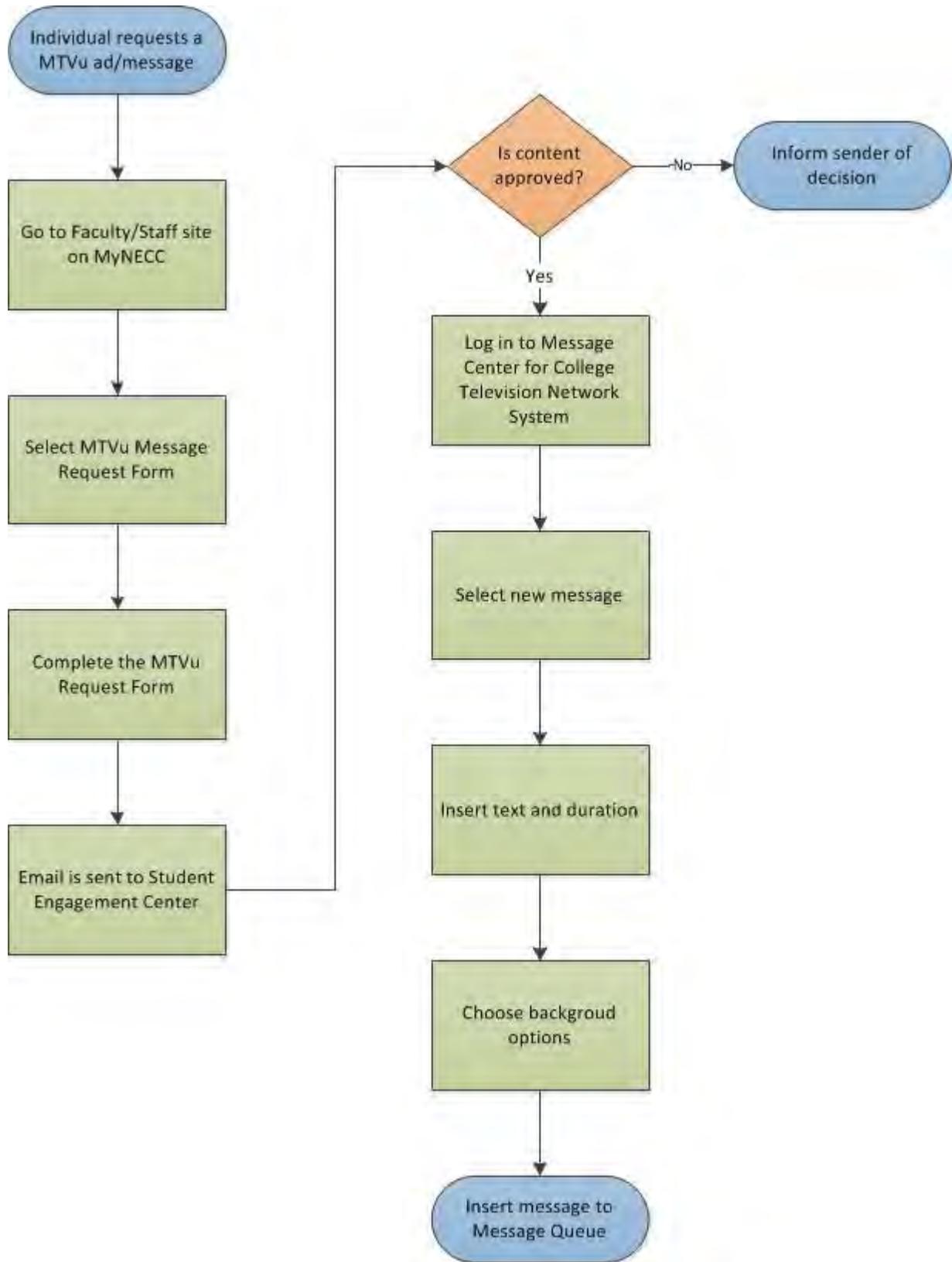
Radio and TV Stations:

WBZ (AM 1030) (CH. 4)
WCAP (AM 980)
WNBZ (AM 1450)
WCVB (CH. 5)
WCCM (AM 800)
WHDH TV (CH. 7)
FOX TV (CH 25)

Note: A "day" class is defined as any class that is scheduled to begin prior to 4:00 PM, regardless of whether it is a Day Division or Division of Continuing Education course. An "evening" class is defined as any class that is scheduled to begin at 4:00 PM or later regardless of whether it is a Day Division or Division of Continuing Education course.



MTVu



Vendors

We saw presentations by three vendors, Four Winds Interactive (FWi), VBrick, and TRMS. A fourth vendor, Visix, was contacted several times, but never responded back. Each vendor offered similar services and technology, dynamic signage software, and host services via a local server or via a virtual system. Major differences between the various vendors were how data was received/entered, as well as the interactivity with other devices, or lack thereof.

By far, Four Winds Interactive had the best package and technology available for our institution, offering technology that would not only connect with monitors throughout the College, but could also be accessed via a portable/mobile device. The ease of use, the technical capabilities, and scalability that FWi offered to go along with exceptional customer service and professionalism, far exceeded what the other vendors had, including options. FWi offers a monthly payment or an option to purchase the system outright. The benefit of the monthly payment option is that it includes regular system upgrades, whereas the outright purchase option does not. We would not be required to purchase the monitors directly via this vendor, which may also be a potential cost saving.

Functional Management Committee

Team Members

Dina Brown, Maureen O'Leary, Linda Hudson, Erin Willett

Content for Digital Signs

When considering the content to be included on the digital signs, we focused on our project goal, to increase communication in an accessible way, and on our audience, current students, faculty and staff, and visitors to campus.

The content will focus on increasing awareness of events and important information for current students, and will feature emergency information when needed. It will also include images, a campus map, and a weather feed.

Advertising was considered but based on research results of other colleges using digital signage systems, is not being recommended at this time. (None of the 20 colleges who responded use advertising.)

Sample content:

- NECC Events– student engagement events, sporting events, performing arts events, events happening on campus, etc.
- Important Information for Current Students – deadlines for registration, financial aid, scholarships, etc.
- Emergency Information – as needed, the emergency message will take precedence over all other content
- Images
- Campus Map
- Weather Feed

Phases of the Project

The initial roll-out of the project will include the above content and would be able to be mirrored on as a screen saver on computers in NECC Computer labs and laptops. Stakeholders would also be able to access sign content using their personal mobile devices. The system also has capacity for video, way-finding and interactivity which could be instituted in a second phase if future resources will allow.

Management of Content

Dynamic Signage

Content management will be a shared responsibility of Marketing Communications and Student Engagement. Marketing Communications will set up templates for content and images and will be responsible for any initial and subsequent design/layout. The events will be a feed from the NECC website. Day to day management of other content is to be determined. The resources needed for content management will need to be taken into consideration.

Future considerations prior to project launch

Policies and procedures will need to be developed (submission process, allowable topics, word count) prior to project launch.

Accessibility Committee

Team Members

Deb McKinney, Sue Cunningham

The Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Rehabilitation Act of 1973 require that qualified individuals with disabilities be provided with equal access to programs, services or activities. Section 508 of the Rehabilitation Act requires federal agencies to develop, procure and use accessible electronic and information technology. Section 508 of the Rehabilitation Act applies only to purchasing by Federal Agencies but sets a “benchmark” for access. Section 508 was enacted to eliminate barriers in information technology, to make available new opportunities for people with disabilities, and to encourage technologies that will help achieve these goals. Recent court cases support the need to provide access to technology for people with disabilities.

In the past, personal assistance to enable access to technology was acceptable, but due to advances in technology that has changed. Methods of communication access must provide persons with a disability equal opportunity to obtain the same result or to gain the same benefit. Equally effective communication for people with disabilities is based on: timeliness of delivery, accuracy of translation and delivery in a manner and medium appropriate to the disability of the person.

Considerations for different disability groups and for Deaf and Hard of Hearing

The following considerations need to be made with relation to accessibility

- In general the material needs to have a clear consistent presentation. Emergency alerts need to override other information and be automatically presented in audio and visual.

Blind – material needs to be made available in an audio format. Possible alternative methods of access would be:

- Simultaneous audio using headphones
- Have same material available via our website and make sure our website is compatible with screen reading software.
- Have same material accessible through an individual’s personal mobile electronic device and again there would be a need to make sure that it is compatible with screen reading software.
- There would need to be various ways to inform a person who is blind of the alternative methods of access. This might be accessible signage (Braille and large text) providing instruction on how this information can be accessed via our website or on a personal mobile electronic device and maybe a phone number to call, making sure the information is on the website and that Welcome/Express Desk staff can provide this information, maybe having an audio message periodically giving information on alternative methods of access.

Low Vision – ensure adequate font size and background contrast (refer to Web Content accessibility Guidelines for suggested values). Use sans-serif fonts and avoid fast scrolling rates.

Color Blindness – adjust color

Deaf and Hard of Hearing – captioning of anything with sound, any audio alerts, music, multi-media presentations

Physically Disabled/Mobility Impairment – needs to be ADA compliant regarding positioning and location (consult the ADA Accessibility Guidelines from the US Access Board Section 4.4 for protruding objects), consideration for those who have limited fine motor skills

Learning Disability – some fonts better than others, may have slower response/processing time so speed of presentation of images needs to be considered, distractions should be minimal

Seizure Disorders – animations, rapidly blinking text, certain frequencies of audio or visual might trigger a seizure. Ensure that signage avoids cycling between 2 and 55 HZ to reduce the possibility for inducing seizures

There are bound to be gaps in access that have not been planned for so there would need to be a plan to work with the vendor before the next renewal period.

There is a parallel Process Management Group related to accessible media entitled “Accessible Media Vision and Guidelines Process Management Project” facilitated by Susan Martin and Melba Acevedo. They are working on an institutional vision and guidelines for accessible media/communication to ensure we are compliant with American with Disabilities Act Amendments Act (ADAAA) and Section 508 regulations. The guidelines for access should cover academic programs and services, student services, auxiliary programs and services, information resources and technologies, and the procurement of goods and services. It will be important to take their recommendations into consideration. They are scheduled to report in June.

There is a web-based template called the Voluntary Product Accessibility Template that many vendors have completed to evaluate their products accessibility. It was developed by the Information Technology Industry Council in partnership with the U.S. General Services Administration to assist federal agencies to do the research needed to comply with Section 508. It would be helpful to see if potential vendors have completed this template.

Final Presentation and Report Committee

Team Members

Linda Hudson, Maggie Lucey, Maureen O’Leary, Ricardo Rivera

FINAL RECOMMENDATION

The costs associated with this Process Management Report are estimates based on the recommendation of that we go with the vendor Four Winds Interactive. The Dynamic Process Management Team recommends that we start off by installing 10 monitors throughout the College at different locations. Locations will include:

- Allied Health & Technology Building
- Dimitry Building
- Fournier Education Center
- Lawrence Riverwalk
- Hartleb Technology Center
- Behrakis One Stop Student Services Center
- Bentley Library

- General Services Center
- Spurr Building
- Sport & Fitness Center

FWi presented us with three different scenarios, each with two options. Based on the options, we are recommending that we take advantage of the monthly payment plan that will give us a first year cost of \$14,739.20 for the software, licensing and the subscription. This price includes installation and training for staff, as well as software updates. Recurring annual cost for this monthly payment plan would be \$10,489.20.

There will be additional costs associated with this system that include the displays and their installation. The cost will be \$28,997.00. This would make the total first year investment \$43,736.20. The cost table below shows an explanation of all the first year costs associated with this project.

Cost Table

EXPENSES FOR SOFTWARE		
Item	Quantity	Cost
FWi Software	1	\$950.00
Professional Services	1	\$3,300.00
Content Player Licenses	10	\$10,489.20
Total Cost		\$14,739.20

EXPENSES FOR DISPLAYS		
Item	Quantity	Cost
47" Commercial Display	10	\$13,990.00
Chief Fusion Wall Mount	10	\$1,470.00
Cables, Connectors, and Hardware	1	\$347.00
Field Installation	40 (hours)	\$3,400.00
Total Cost		\$19,207.00

EXPENSES FOR PLAYER PCs		
Item	Quantity	Cost
PC with 3 yr Swap-IT Bundle w/ Cables	10	\$9,790.00
Total Cost		\$9,790.00

Total First Year Costs		\$43,736.20
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RECURRING COSTS PER YEAR (After Year One)		
Item	Quantity	Cost
FWi Software	10.00	\$10,489.20
Total Recurring Costs per Year		\$10,489.20

Finally, if approved, our team recommends that a new implementation team form to determine actual policies and procedures for day to day management of the signage system. This team should include representatives from the Marketing and Communications Department, Student Engagement Dynamic Signage

Center, IT and Maintenance and Public Safety Departments. We also recommend that we phase the implementation of this project in by installing non-interactive monitors in the 10 locations around the College in year one with limited content. With the phased implementation, the new implementation team will be able to work on the planning and timeline for future upgrades and interactivity. In the long-term we see this project involving a mix of non-interactive and interactive monitors.

COST OF ADDING A DISPLAY		
Item	Quantity	Cost
FWi License for additional display	1.00	\$87.41
Player PC	1.00	\$979.00
Display	1.00	\$1,399.00
Display Mount	1.00	\$147.00
Installation (Labor + Parts)	1.00	\$500.00
Total Cost		\$3,112.41

COST OF ADDING A TOUCH CAPABLE DISPLAY		
Item	Quantity	Cost
FWi License for additional display	1.00	\$87.41
Player PC	1.00	\$979.00
Touch Display	1.00	\$2,962.00
Display Mount	1.00	\$147.00
Installation (Labor + Parts)	1.00	\$500.00
Total Cost		\$4,675.41

Future implementation for the Dynamic Signage could require changes in equipment (touchscreen monitors and new mounts), potential third party vendor software development, and more training for the functional management departments. The cost table below shows the recurring yearly costs of the system, as well as possible future additions.

STATEMENT OF APPRECIATION AND GRATITUDE

The Dynamic Signage Process Management Team would like to thank the folks who have enlightened us along the way, without whom we could have not completed this project.

David Gingerella

Phil Wysocki

Jason Bohanan

Frank Dushame

Dena Riccio-Enis

Karen Higgins

Shawna Chrostowski

NECC 2011-2012 Student Senate members

Thanks to the MA Student Activities Directors Association, as well as the Communications and Marketing professionals who took time to complete our signage survey.

REFERENCES/RESOURCES:

- Section 508 of the Rehabilitation Act
<http://www.access-board.gov/sec508/508standards.pdf>
www.section508.gov
- Disabilities & medical Conditions That Can Affect Web Accessibility
<http://webaccess.msu.edu/faqs/disabilities-and-conditions.html>
- Accessibility Guidelines for digital signage California Polytechnic State University
www.educationalwebservices.com/digitalsignage/accessibility.asp
- Voluntary Product Accessibility Template (VPAT)
- <https://www.washington.edu/accessit/print.html?ID=1212>
- www.evengrounds.com/resources/vpat-directory
- Enterprise Web Accessibility Standards
<http://www.mass.gov/anf/research-and-tech/policies-legal-and-technical-guidance/tech-guidance/accessibility-guidance/web-accessibility/web-accessibility-standards.html>
- Digital Sign Content Best Practices
- www.itcs.umich.edu/digital-signage/using/content-best-practices.php
- California State University Digital Signage Alternative Access Plan
http://thewell.csus.edu/downloads/well_general/pdf/2010_2011/accessibility/aap_digital_signage.pdf
www.access-board.gov
- Web Content Accessibility Guidelines
www.w3.org/WAI/intro/wcag

APPENDIX A – SURVEY

Two surveys were created and sent to different institutions. The first survey was sent to the student life departments of the colleges and the second survey was sent to the marketing and communications departments of the institutions.

	1. Do you use any form of digital/dynamic signage (kiosk)?	2. Who is responsible for data entry/maintenance?	3. Have you had an issues or challenges?	4. When installed, were mobility or disability issues considered?	5. Do you allow advertising on your system?	6. What type (brand/vendor) do you use?	7. Would you use that vendor again?	8. Is the management of the system central or distributed?
Berkshire Community College	No.	NA	NA	NA	NA	NA	NA	NA
Bristol Community College	No.	NA	NA	NA	NA	NA	NA	NA
Bunker Hill Community College	Yes, external sign. Not dynamic/digital sign.	Special Events, which falls within the Communications Department.	None to my knowledge.	Wasn't relevant, this is a big, lighted external sign.	Not from externals.	NA	NA	Central.
Cape Cod Community College	Digital Sign at entrance and scrolling sign in the cafeteria at entrance.	College Communications Office maintains and enters data for outdoor sign. Student Life manages indoor sign.	An occasional misspelled word, but that's all.	No, since the signs are large and above anything below.	It's just a digital sign, no graphics or pictures and we do not use it for anything other than information items on campus.	?	NA	College Communications Office maintains and enters data for outdoor sign. Student Life manages indoor sign.
Fitchburg State University	No.	NA	NA	NA	NA	Looking into FWL.	NA	NA

Greenfield Community College	There are several flat screen TVs mounted to the wall across campus.	Educational Technology maintains the signs. To get info on the signs you either email it or click a box when adding info to the campus calendar. The information is uploaded manually every week.	Manual upload involves human error, no sound, fuzzy connections in some areas; cumbersome process for updating at they can only be updated 1 week for the upcoming week so it's easy to miss the deadline; the slideshow is a really long loop (PowerPoint is used.)	Not that they know of.	Advertising of campus events, yes. We do not allow advertising by outside vendors/ agents.	In house system and maintenance.	I like that GCC has control over the TVs but wish it were more modern and catchy...often wondered about MTVu, but think that comes as a price ethically or morally at least.	Centralized management by one office.
Massachusetts Bay Community College	Have plasma TVs throughout the campuses used to display "slides" for students.	Publications/Marketing.	They only update it weekly, so you have to plan ahead.	N/A	No, it is for internal use only, college events and important dates for students.	NA	NA	Central within Publications/Marketing.
Massachusetts College of Liberal Arts	TV Monitors and a program called XIBO and Powerpoint to project images.	Student Activities hires a student to create, load and monitor. Sometimes an intern receives credit hours.	Consistently having monitors on and running, timely updating of slides is something to watch for.	Yes, but since they are mounted the concern was putting them at levels they can see.	No, except for publicizing a vendor that will be on campus.	XIBO.	NA	Student Activities is able to control many monitors with one computer.

Massasoit Community College	Yes. 55" LCD Flat Panel Displays throughout their campuses that display messages.	Television Dept. & Media Dept. - Under Information Tech. Permissions of Data Entry is granted to various depts. System is designed to limit and expands access of ind. users. Certain users can create content, but publishing pends administrative approval. Permissions set to divisional positions.	Many issues at the beginning, recently, issues of viruses attacking the computers that run the system. Other computer maintenance issues.	Not sure how that was an issue on their system. Display is not interactive with viewer. Nothing closed captioned.	No, unless the college has granted permission to an outside agency to advertise. Departments and student groups use it to promote and inform the students of news and events.	Tightrope Media System's Carousel Digital Signage. (www.trms.com) purchased it through HB Communications.	They like the system. Like many computers, there are some flaws. The system is very simple to use and interface is very user-friendly.	Television Dept. & Media Dept. manage the system. If there are upgrades or issues, they generally take care of it. Multiple depts. do use the system to publish notices.
Middlesex Community College	No.	NA	NA	NA	NA	NA	NA	NA

NHTI - Concord's Community College	Yes. Three flat screens spread throughout the Student/Wellness Center and one each in the dining hall and snack bar. Also have a large LED sign upon entering campus.	Public Information Office manages the content of the LED sign with input from the campus. The other screens are run by a computer presentation or DVD and managed by the staff in those areas.	The main challenge is to update the content and convert it to a slideshow. A student is designated currently. The system for the LED sign works well.	It is assumed so, as they are visible from all aspects.	Not currently, just for internal departments.	The screens are Panasonic and the LED is a commercial grade similar to a large business.	YES	Public Information Office manages the content of the LED sign with input from the campus. The other screens are run by a computer presentation or DVD and managed by the staff in those areas. We looked at a large vendor (Enlighten), but the cost was not worth what we can do in house. Additionally, we wanted the capability to play our own local cable channels for them.
North Shore Community College	A digital signage running SCALA software, not a kiosk.	Marketing & Communications Department.	Hardware issues but we recently did an upgrade.	Not sure. IT was really responsible for this. Since our signs are not interactive and/or dynamic, this may not have	No.	SCALA.	Yes.	No.

				been considered.				
Springfield Technical Community College	No.	NA	NA	NA	NA	NA	NA	NA
UMass Amherst	No.	NA	NA	NA	NA	NA	NA	NA
UMass Boston	No.	NA	NA	NA	NA	NA	NA	NA
Worcester State University	No.	NA	NA	NA	NA	NA	NA	NA

College	Management	Responsibility	Vendor	Mobility/ disability	Advertising	Issues
Central Lakes College, MN	It may be set up as a distributed system, but we have chosen to keep it centralized. We want to control the quality and the content of the messages.	The Marketing and Public Relations Office is responsible for maintaining the system. I feed messages on two of our three zones and my Graphic Designer creates graphics for the main zone of the digital signage.	We are running our digital signage at three campus locations with Tightrope Carousel system. After some bugs in the initial rollout, it has been working flawlessly for the past three years. It has a nice user interface and it has multiple feed capability (RSS). www.trms.com When it is time to upgrade our system, I will purchase another system from Tightrope.	Yes, but we really didn't have any issues brought to our attention at installation or since.	No, only college content is allowed.	Originally, we put a significant amount of time into creating and updating messages. Over time, we have engineered a method to feed the sign system using a calendaring tool (RSS feed) which has made it much easier to manage content updates.

<p>Alvin Community College, TX</p>	<p>I did the research, coordinated and implemented the entire system, we did have a small committee to study things and make a final decision.</p>	<p>We did initially, but it has moved over to Student Activities since the purpose is to inform our students.</p>	<p>MagicBox - we have them across campus, many locations & buildings. Costs will mount up as you add systems. Receivers, transmitters, etc.</p>	<p>No, I don't remember addressing disability but you will certainly need to.</p>	<p>No, but that is because we don't have time to sell, develop and create ads. Also, the purpose is to inform the students and serve as an emergency broadcast component.</p>	<p>Of course. There is quite a learning curve on the software; it takes an enormous amount of time to set things up, but once done you can use many annually; someone has to gather the news and create the slides; need someone who can spell, knows grammar and is creative to create the messaging. Also, depending on the size and number of buildings that you want your system to cover, it can really add up. My media tech and I plotted the system with IT throughout the campus and did a lot of preliminary work and looking around then we sat down and mapped it per the campus map. Then I put the pencil to the cost and we modified accordingly. It is a BIG project but very effective once in place. Also, you need a budget for ongoing maintenance of the TVs, transmitters, receivers, etc. and a media person that is a techie to do the maintenance.</p>
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<p>Collin College, TX</p>	<p>It's centrally-managed for now but our intent is to roll out limited posting rights to campus provosts offices or the office of Student Life eventually, with templates that we develop so we control the brand and quality.</p>	<p>Our video producer posts, schedules and updates content, but graphics for slides are developed by our designers after a writer puts together the language. Usually a digital signage slide is one of many tactics in a campus marketing plan. If the post is a video, the video producer owns production.</p>	<p>We have a digital signage system from Cisco that we use across five campuses. I hate the Cisco system with a passion and I think they have discontinued the product. However, I've heard really good things about the digital signage systems from Symon Communications. http://symon.com/</p>	<p>Considered but not solved. We are attempted to figure out how to include closed captioning.</p>	<p>No. We thought about it, but there is a competing bookstore near campus that would want to advertise so it's best to keep in-house. Also, we don't have the staff to design advertising for outside clients too.</p>	<p>Yes. The Cisco system was really tough to learn. It's very expensive and IT had to purchase monitors over three years so I don't think we have enough on campuses yet. The good news is that faculty and staff have been really excited about it and demand for posts is really blowing up. So many requests for video production as a result that we're cross training our photographer and eventually the whole staff on iMovie and Final Cut just to keep up.</p>
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<p>Klamath Community College, OR</p>			<p>We currently have three locations, but my understanding is that we could add essentially as many more as we would like. Basic production and scheduling of slides is extremely easy and user friendly. The company we went with is Visix (visix.com), and so far we have had no complaints, but again, we just started using them in September. Research and purchase was done through our IS department.</p>			
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APPENDIX B – VENDOR CAPABILITIES

During our research we looked at 4 possible vendors. Visix, VBrick, TRMS, and FWi. It was clear from the beginning that VBrick was not designed for digital signage, and Visix never responded. TRMS and FWi were the two best options so we decided to compare the two offerings. We created a survey and sent it to both vendors to give them the chance to explain their offerings capabilities and limitations, their answers can be read below.

	Four Winds Interactive	TRMS
	fourwindsinteractive.com	trms.com
Ease of use	FWi's Content Manager has been architected to be easy to use. With a drag-and-drop user interface, built-in layout editor, availability of pre-made templates, WYSIWYG preview capabilities and multiple deployment methods, Content Manager gives you an intuitive, easy to navigate tool to build and manage all of the end-points on your entire digital communications network.	Carousel is one of the most easiest and efficient applications. Because we are a template based system, design, continuity, and creation is almost automatic. And still, we can create and customize changes to the digital signage. * Tightrope Media Systems provide on-line training videos. This site has been very valuable for education institutions and businesses with a high turnover rate.
Emergency Message Trigger	Yes, our solution offers an automatic emergency message trigger or a manual emergency messaging trigger depending upon your current emergency messaging system and requirements. For more information: http://www.fourwindsinteractive.com/solutions/emergency_alerts.htm .	Emergency Alerts can be system wide or locally applied (ie. Only build A or only build B) Emergency Alerts can be full screen, in a particular Zone (section) of the display, or in the Crawl. The Crawl can be combined with the full screen. Emergency Alerts can support a third party alarm to trigger an emergency alert.
Web-Based Control	FWi offers a web-version of our Content Manager, which allows your users to manage your signage from anywhere with any browser. For more information: http://www.fourwindsinteractive.com/products/cm.x.htm	Partially any browser can work with Carousel, making Carousel widely accepted in almost all environments.
Active Directory Integration Capability	Our security set-up integrates with Active Directory to allow you to set-up your users and groups.	Carousel is LDAP compatible.
Website Integration Capability	Our solution allows you to utilize a website on your signage, by cropping the website accordingly and placing within the sign template accordingly.	Carousel has a Web Preview feature that allows for a full web site are particale web site capture.

Update Sign Content Without Need to Log In	<p>FWi offers the most sophisticated data integration functionality on the market. FWi's Live Data editor allows your network to communicate directly with the other systems in your environment. Changes made to your data sources are automatically reflected within your digital signage network. Seamlessly integrate data from Delphi, Daylight, Delphi iServer, Dean Evans EMS, Marriott NGS, Hyatt Envision, Opera, R25, SalesPro, ISAC, IGT, SQL, Outlook, Google Docs, Excel, Exchange, CSV, XML, RSS, Social Media and many more.</p>	<p>Carousel requires log and password to create, edit, approve, or send a bulletin.</p>
Wayfinding Capabilities	<p>Our solution offers an unparalleled mapping and wayfinding functionality with automatic generation of multiple perspectives. FWi's Wayfinding functionality allows you to make changes directly in the software—without the need for Flash or custom programming.</p>	<p>Carousel offers the "Interactive Touch".</p>
Scheduling Options	<p>Manage and monitor all of your displays remotely. Audit and report on content statistics. Schedule future content easily. You will have the capability to schedule content to play for specified seconds, minutes, hours, days, days of the week, recurring timeframe, etc. Check for player issues. All upon deployment of your content.</p>	<p>Bulletins are scheduled:</p> <ul style="list-style-type: none"> - Run continuously - Run on specific date and time <ul style="list-style-type: none"> o After scheduled expires, bulletins are placed in a "Stale Bin" o Bulletins in the Stale Bin can be searched and rescheduled/repurposed o ie: Holiday bulletins, fundraisers, etc...
Available to Mobile Devices	<p>For more information on our mobile option: http://www.fourwindsinteractive.com/products/mobile.htm.</p>	<p>Mobile devices with web browsers.</p>
Built-In Screen Reader	<p>Our solution offers text to speech functionality.</p>	<p>YES, User interface can machine read in creation of text/bulletin. Exception is for graphics and previews.</p>
Live TV Feed and Video Streaming Capability	<p>Our solution can work with both Live TV feeds and streaming video.</p>	<p>*CAR 250 Players: Native WM Streaming *CAR 310 Players Native WM Streaming, HD and SD Inputs *Optional TV Input Overlay</p>
Scaleable	<p>FWi offers a centralized solution that can manage an unlimited number of displays. We have higher education clients that use our solution to manage a handful of displays to over 450 displays. We offer multiple levels of licensing to offer our clients options to continue to expand their signage network.</p>	<p>Carousel is expandable: *SOLO 1 Player *CAR 310 Serve up to 15 Players *CAR410 Serve up to 300 Players *CAR Enterprising Server hundreds</p>

<p>Support for Interactive Signs</p>	<p>Create interactive apps easily without any programming skills. FWi's intuitive and easy-to-use Interactivity makes it easy to drill down within data, set up buttons that trigger content, and enable users to navigate through content like directories, menus, event lists and much more. FWi supports modern user interactions like swiping and pinch to zoom.</p>	<p>Carousel offers the "Interactive Touch", requires touch display</p>
<p>Message Tracking Capability</p>	<p>Yes, our solution offers a functionality that allows you to track the number of times a piece of content is run. A report can then be run to confirm. You are also able to place a dollar value into our system and our solution can produce an invoice like report, this can be used for advertising.</p>	<p>Impression count of scheduled bulletins, can be exported to a cvs report.</p>
<p>Template Availability</p>	<p>FWi offers approximately twenty (20) standard sign templates with the software. You are also able to start your sign template from scratch within the Content Manager. Lastly, you can take advantage of our Creative Service team. They can assist with applications, map creation, and sign template creation.</p>	<p>YES, Default templates come with a Carousel system, and the end-user can create templates.</p>
<p>On-Site VS Hosted</p>	<p>We offer both a non-hosted and hosted solution. With our hosted solution, we host the infrastructure for your solution. You would configure the Content Manager(s) and Content Player(s) behind your firewall.</p>	<p>On-Site versus Hosted, TightMedia Systems offers a On-Site program which essentially offers complete end-user control of all aspects of the digital signage. There are no fees or subscriptions required. Content is stored and managed at by the end-user. Hosted sites tend to have annual cost for access and for continued services, plug-ins/feature enhancements/asset management/etc. It is still the responsibility of the end-user to create, schedule, add content, and maintain user access/control. The end-user relies on the internet to main service and connectivity, which is not always reliable during a Mass Communications for an emergency alert response.</p>
<p>VPAT Approved for Accessibility</p>	<p>Text to Speech and ADA accessible sign templates that allow for an interactive button to be selected to ensure the sign template is fully accessible.</p>	<p>UNKNOWN if TRMS is fully compliant.</p>

Supported Content Type	<p>PowerPoint (file types - PPT and PPTX), Flash (file types - SWF and FLV) Image (file types - JPG, JPEG, PNG, BMP, GIF, TIF, TIFF, TGA and TARGA) Video (file types - WMV, MPG, MPEG, AVI, MOV, MP4, M4V, 3GP, 3G2, M2V and FLV) Documents (file types - DOC, RTF and ODT) PDF (file type - PDF) RSS Text Content Feed HTML Event Management Systems and Servers Weather Live TV Date and Time Microsoft Bing Maps Control Pad Progressive Slot Meter Excel (file types - XLS and XLSX) For non-standard content types, FWi offers Integration Framework (IF) to support enhanced data integration needs.</p>	<p>IMAGES: jpps, pngs, bmp and gif files. VIDEO: MPEG-1/2/4, AVI, QuickTime, Windows Media 9, Flash SWF AUDIO: wav, mp3, unprotected wma Streaming: WM, H.264</p>
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APPENDIX C – FOUR WINDS INTERACTIVE PRICE QUOTES

Quote 1

0000770-126512



Proposal Title: Northern Essex Community College - Budgetary Proposal Only

3012 Huron Street
Denver, CO 80202
Phone: 720.974.0111
Fax: 720.221.0720

Site Name and Site Location: Alia Care 1 of 3

This proposal is prepared for: Northern Essex Community College

Date: December 5, 2012

Attention: Ricardo Rivera

Contact's Phone Number:
978-556-3742

Contact's Email Address:
mriver@neccc-neccc.edu

Ship to: Northern Essex Community College
Attn: Ricardo Rivera
100 Elliott Street
Haverhill, MA 01830
USA

Bill to: Northern Essex Community College
Attn: Ricardo Rivera
100 Elliott Street
Haverhill, MA 01830
USA

FWI Contacts

Sales Representative: Andrea Linn
FWI Project Manager: Craig Boatman
VP of Sales: Katrina Heim

Phone Numbers

(Office) 720-389-3878 (Cell) 720-775-9901
(Office) 720 389 3726
(Office) 720-389-3876 (Cell) 303-368-0912

Email Addresses

alinn@fourwindsinteractive.com
cboatman@fourwindsinteractive.com
kheim@fourwindsinteractive.com

FWI Logo ID: FWI-131007

Project Description

This proposal includes the Four Winds Interactive digital signage solution for NECC. This proposal is valid for a period of 90 days from the proposal date.

Project Scope: Budgetary

Project Overview:

- Software: FWI Cloud, Ten (10) Content Player Licenses
- Subscription Services: Not included in scope
- Signage: Not included in scope
- Creative Services: Not included in scope
- Implementation Services: Remote implementation services for two (2) PCs
- Live Data source: Not included in scope
- Hardware: Not included in scope

Assumptions:

- Client will provide PC or Server for Content Manager and Content for signage network.
- Content Player PC will be local to the display.
- FWI Standard Basic Live Data source must be one of the following: Excel, CSV, Google Doc, GridData, Text file, XML, or Outlook (limited capability).
- Client will run cabling & power and install monitors prior to FWI implementation.
- Client is responsible for physical installation of hardware.
- Services are estimates and will be billed on a Time and Material basis.
- Existing network infrastructure is in place and will support digital signage deployment.
- Testing client created template(s) with upgraded version of software is not included. If troubleshooting is required, hours will be billed on a time and materials basis.
- It is Client's responsibility to ensure all client provided hardware meet FWI hardware requirements.
- Training will be performed remotely. (Unless specified as onsite with T&L expenses quoted)
- FWI will configure two (2) PCs, from which the Client will create their own image to configure the remaining PCs. Client is responsible for meeting FWI configuration guidelines outlined in the installation guide prior to implementation. Configuration Services are available for a fee.

Software

Perpetual Model: Pricing includes one-time fees for selected software licenses plus an annual Maintenance Service Fee. The annual Maintenance Service Fee is calculated at 18% of the total Perpetual License Fees of the licensed software. The Term of the Maintenance Service shall be 3 years subject to the terms of the Master Software and Services Agreement. At any time, customer may upgrade the Content Player type to another type as required. This proposal is effective for 90 days from the date shown above.

Monthly Model: Monthly fees include use of selected software and support and maintenance for the duration of the Term. The Term shall be 36 months subject to the terms of the Master Software and Services Agreement. At any time, customer may upgrade the Content Player type to another type as required. This proposal is effective for 90 days from the date shown above.

FWI Cloud - Hosted Model		Set-up Fees	
Description	Qty	Set-up	
FWI Cloud License includes: 3 Content Manager Licenses for Access to Database from Customer Location Hosted Content Store Account with 1Gb of Storage Hosted SQL Database Hosted Content Manager Express Hosted FWI Services Hosted Integration Framework Base and Console	1	\$ 950.00	

Description	Perpetual License Fees			or Monthly Fees		
	Price	Qty	Amount	Price	Qty	Amount
Content Player Licenses	\$ 1,950.00	10	\$ 19,500.00	\$ 87.41	10	\$ 874.10
TOTAL			\$ 19,500.00			\$ 874.10

Software Total

Description	Perpetual License Fees +		Set-up	or Set-up + Monthly Fees		
	Amount	Set-up		Price	Qty	Amount
FWI Cloud - Hosted Model	\$ 19,500.00	\$ 950.00				
Individual Software Licenses						\$ 874.10
TOTAL	\$ 19,500.00	\$ 950.00				\$ 874.10

Subscription Services

Subscriptions include hosting and/or managed services provided by FWI, and/or third-party content that requires annual or monthly fees.

Description	Annual Fees			or Monthly Fees		
	Price	Qty	Amount	Price	Qty	Amount
FWI FTP/ANDS - Database Hosting including the use of SFTP Deployment Server and Database Backup Services (Per Regular Player)	\$ 120.00	10	\$ 1,200.00			

Confidential

Initials - Client: _____

Initials - FWI: _____

TOTAL \$ 1,200.00

Subscription Services Total

Description	Annual Fees		or Monthly Fees	
	Price	Qty	Amount	Amount
Subscription Services			\$ 1,200.00	
TOTAL			\$ 1,200.00	

Professional Services

FWI can provide a variety of Professional Services including app/sign builds, software installation, training, and project management. All services in this section are billed on a time and material basis. Hours reflected below reflect our best estimates for the services you require. Should additional hours be required, a signed change order will be processed in order to complete the project. Travel and expense items estimated in this proposal are also billed as incurred. Four Winds interactive can optionally provide services to run or install cable, physically hang monitors or enclosures, or other physical implementation requirements.

Description	Professional Service Fees		
	Price	Qty	Amount
Implementation Services			
Standard Implementation Services			
Project Management	\$ 165.00	4	\$ 660.00
Implementation	\$ 165.00	12	\$ 1,980.00
Training	\$ 165.00	4	\$ 660.00
TOTAL		20	\$ 3,300.00

Professional Services Total

Description	Professional Service Fees		
	Price	Qty	Amount
Professional Services	\$ 165.00	20	\$ 3,300.00
TOTAL		20	\$ 3,300.00

Investment Summary - Perpetual License Option

Description	One-Time Fees		
	Tax Status	Amount	Setup
Software Total	Tax Exempt	\$ 19,500.00	\$ 950.00
Subscription Services Total	Tax Exempt	\$ 1,200.00	
Professional Services Total	Tax Exempt	\$ 3,300.00	
First Year Maintenance Total (18% of Gross Software License Fees)	Tax Exempt	\$ 3,510.00	
GRAND TOTAL		\$ 27,510.00	\$ 950.00

Estimated Sales Tax - (This is only an estimate based upon the taxable location. The Four Winds' invoice may reflect a slightly different amount based upon current tax calculations.)	Tax Location:	Exempt	\$ -
Estimated Travel and Expenses - (Estimate Only - Total Invoice will be based upon actual expenses incurred for the project).			\$ -

TOTAL FIRST YEAR INVESTMENT FOR PURCHASE LICENSE OPTION \$ 28,460.00

Recurring Annual Fees

Future Annual Software Maintenance (Years 2 +)	\$ 3,510.00
Subscription Services (Years 2+)	\$ 1,200.00
TOTAL RECURRING ANNUAL FEES:	\$ 4,710.00

Investment Summary - Monthly License Option

Description	Tax Status	One Time Fees - Items Not Subject to Monthly Option		plus Monthly Fees	
		Amount	Setup	Amount	Amount
Software Total	Tax Exempt	\$ -	\$ 950.00	\$ 874.10	
Subscription Services Total (One Time Set-up and Monthly Fees)	Tax Exempt	\$ -		\$ -	
Professional Services Total	Tax Exempt	\$ 3,300.00			
GRAND TOTAL		\$ 3,300.00	\$ 950.00	\$ 874.10	

Estimated Sales Tax - (This is only an estimate based upon the taxable location. The Four Winds' invoice may reflect a slightly different amount based upon current tax calculations.)	Tax Location:	Exempt	\$ -	\$ -	\$ -
Estimated Travel and Expenses - (Estimate Only - Total Invoice will be based upon actual expenses incurred for the project).			\$ -		

TOTAL FIRST YEAR INVESTMENT FOR MONTHLY LICENSE OPTION \$ 14,739.20

Confidential

Initials / Client: _____
Initials - FWI: _____

Down Payment and Acquisition Model Information			
The down payment for this quote is:			Check One
\$	20,450.00	for the Purchase Option	- 100% of Hardware, Set-up, and Software { }
\$	1,824.10	for the Monthly Option	- 100% of Hardware, Set-up, and First Monthly Payment { }

Customer Acceptance:

The parties accept and agree to the above terms and further acknowledge that by signing below, the authorized representatives represent and warrant they are authorized by the company so identified and do hereby agree to the following terms and conditions in the Master Software and Services Agreement (viewable at the link shown below) which are hereby incorporated by this reference. (Should an FWI Partner sign this proposal on behalf of the End Customer, the Partner acknowledges they will insure the End Customer's adherence to the terms of this proposal and also insure that the End Customer executes additional License Agreement(s) as may be required by FWI).

<http://www.fourwindsinteractive.com/agreements/FWI-Master-Software-Agreement.pdf>

(Customer Legal Entity Name)

FOUR WINDS INTERACTIVE, LLC

By: _____
(Signature of Authorized Representative)

By: _____
(Signature of Authorized Representative)

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

**** Please fax to 720.221.0720 ****

Confidential

Initial - Client _____
Initial - FWI: _____

Customer's Project Commencement Guidelines

Four Winds Interactive would like to insure that all of the necessary steps are completed in a timely fashion in order to start your digital signage project as quickly as possible. In order to accommodate that, the following steps have been outlined to make the commencement process as effective as possible.

Quotation:
The attached quotation is a key component of your project's overall transaction as it clearly defines the various, detailed components being proposed (including software, sign architecture, subscriptions, professional services, hardware, and key terms not defined in the End User License Agreement). This document must be signed and dated as a pre-condition of project commencement.

Statement of Work:
In some cases, where this proposal does not adequately depict the nature of the project in adequate detail, a Statement of Work will also be produced. If a Statement of Work has been supplied, that document must also be agreed to and executed prior to project commencement.

Down Payment:
Along with your closing documents, you will receive an invoice articulating the down payment required to begin your project and the terms for the balance. The obligations that Four Winds will assume will not begin until all documents are signed and received including the down payment. The initial steps we will take once all documents are received are explained below.

Customer's Project Responsibilities

- Provide all branding or style guide materials and graphical elements
- Any creative or graphical work is limited to two rounds of revisions. Any additional revisions will result in a change order.
- Graphical elements should be provided in vector-based formats when possible
- Provide general design direction, review and approval
- All floor plans, diagrams or other Wayfinding information
- All wiring, cabling and electrical work required
- All labor relating to site preparation and mounting of hardware components including displays and other AV or networking equipment
- Network configurations which, depending on Customer's desired configuration, may include adding Player PC's or Servers to the Customer's domain.
- Customer will provide wired or wireless network connectivity, 120 VAC Services, and display mounting for all locations prior to software installation. This proposal does not include mounting of displays, cabling, wiring, or installation of electrical or network conduits.
- Removal of existing hardware and software not being utilized in FWI installation.
- If Customer wishes to use their own MS Office Site License, they must provide registration number to Professional Services group before final hardware is shipped.
- Providing artwork and branding information for use in design of custom format template and advertisements.
- Availability of at least one individual who has administrative privileges on the network for the full duration of the installation
- Reviewing all preparation materials provided by FWI and meeting agreed on deadlines.
- Providing SQL Server or shared folder access for Content Manager database
- Provide shared folder access for content storage
- Providing a secure storage location for all equipment shipped to Customer's location
- All display hardware, networking equipment and enclosures not specified in FWI quotation

FWI's Project Commencement Steps

Four Winds Interactive would like to insure that all of the necessary steps are completed in a timely fashion in order to start your digital signage project as quickly as possible. In order to accommodate that, the following steps have been outlined to make the commencement process as effective as possible.

Install Record:
As soon as all documents and the down payment are received, an install record is created in our Customer Relationship Management system. This is created and attached to the same record we used to follow the progress of your opportunity and will remain with your account record indefinitely. This insures that all actions and communication between you and Four Winds Interactive is documented and is a part of your permanent history. This allows us to ultimately provide superior customer support based upon the visibility we maintain about your specific project or projects.

Assignment of Project Manager:
As soon as the install record is created, we will assign one of the Project Managers from within our Professional Services group. They will receive an update from your FWI sales team so they have knowledge of the project they will manage with you.

Project Kick-Off Call:
Once a Project Manager is assigned, they will schedule a kick-off call with your digital signage team to work towards the successful implementation of your signage network!

Confidential

Version: Client: _____
Internal - FWI: _____

Description	Amount	Amount
Subscription Services	\$ 696.80	\$ 58.07
TOTAL	\$ 696.80	\$ 58.07

Professional Services

FWI can provide a variety of Professional Services including app/sign builds, software installation, training, and project management. All services in this section are billed on a time and material basis. Hours reflected below reflect our best estimates for the services you require. Should additional hours be required, a signed change order will be processed in order to complete the project. Travel and expense items estimated in this proposal are also billed as incurred. Four Winds Interactive can optionally provide services to run or install cable, physically hang monitors or enclosures, or other physical implementation requirements.

Description	Price	Qty	Amount
Implementation Services			
Project Management	\$ 165.00	4	\$ 660.00
Implementation	\$ 165.00	4	\$ 660.00
Training	\$ 165.00	8	\$ 1,320.00
TOTAL	16	\$	2,640.00

Professional Services Total

Description	Price	Qty	Amount
Professional Services	\$ 165.00	16	\$ 2,640.00
TOTAL	16	\$	2,640.00

Hardware

Using the correct hardware components is critical to a reliable, cost-effective and supportable solution. Unlike others in our industry, we do not require you to purchase proprietary hardware to run our software. Player PC's that are not acquired directly from Four Winds will require compliance with minimum specifications and adaptation to correct configurations, otherwise additional setup charges may apply. In addition, you're welcome to obtain your hardware in any of the following ways:

1. Purchase directly from Four Winds Interactive.
2. Purchase directly from your preferred supplier.
3. Utilize components (e.g. PC's and Displays) that you may already own.

Description	Price	Qty	Amount
Digital Signage Materials - PC's, Displays, Enclosures & Mounts			
Content Manager and Content Player Hardware			
FWP61-13-SW NowMicro NowMicro Apple Glen - Media 557 TX Case 64GB SSD			
4GB Windows 7 64Bit, 3 yr Swap-IT Bundle w/ Cables- Does not include Internal Wireless - Preferred Content Player, Content Manager option	\$ 979.00	0	\$ -
Static Non-Touch Display Options			
V462 NEC 46" LCD Public Display Monitor 1920x1080 (FHD) Black with full AV Function, RS-232 Loop Through, RJ-45, HDMI Digital Connection, 3 Year Warranty, Stand, Speakers Included	\$ 1,198.00	0	\$ -
Interactive Touch Display Options			
V462-BK-MDUR NEC / Canvus V462 (Black) w/3M DST Touch, USB controller	\$ 2,962.00	0	\$ -
Display Mounts			
ST16D-B Peerless FWI Universal Tilt Smart Mount - Displays from 40-55 in	\$ 148.00	0	\$ -
TOTAL	0	\$	-

Hardware Totals

Description	One-Time Fees	Amount
Digital Signage Materials - PC's, Displays, Enclosures & Mounts		\$ -
TOTAL		\$ -

Shipping Estimates

Description	Basis	%	Amount
Client responsible for all shipping charges; even if estimates are not included. Amounts are only estimates.			
Shipping estimate for non-enclosure hardware items	\$ -	3.00%	\$ -
TOTAL			\$ -

Investment Summary - Perpetual License Option

Totals	Tax Status	Amount
Software Total	Tax Exempt	\$ 11,330.00
Subscription Services Total	Tax Exempt	\$ 696.80
Professional Services Total	Tax Exempt	\$ 2,640.00
Hardware Total	Tax Exempt	\$ -
Shipping Estimate Total	Tax Exempt	\$ -
First Year Maintenance Total (18% of Gross Software License Fees)	Tax Exempt	\$ 2,039.40
GRAND TOTAL		\$ 16,706.20

Estimated Sales Tax - (This is only an estimate based upon the taxable location. The Four Winds invoice may reflect a slightly different amount based upon current tax calculations.)	Tax Location:	Exempt	\$ -
Estimated Travel and Expenses - (Estimate Only - Total Invoice will be based upon actual expenses incurred for the project).			\$ -

TOTAL FIRST YEAR INVESTMENT FOR PURCHASE LICENSE OPTION \$ 16,706.20

Recurring Annual Fees

Future Annual Software Maintenance (Years 2+)*	\$ 2,039.40
Subscription Services (Years 2+)	\$ 696.80
TOTAL RECURRING ANNUAL FEES:	\$ 2,736.20

Investment Summary - Monthly License Option

Totals	Tax Status	Amount	Setup	plus Monthly Fees
Software Total	Tax Exempt	\$ -	\$ -	\$ 507.90
Subscription Services Total (One Time Set-up and Monthly Fees)	Tax Exempt	\$ -	\$ -	\$ 58.07
Professional Services Total	Tax Exempt	\$ 2,640.00		

Initials - Client: _____

Confidential

Initials - FWI: _____

00007157-12512

Hardware Total
Shipping Estimate Total

Tax Exempt \$ -
\$ -
GRAND TOTAL \$ 2,640.00 \$ 566.97

Estimated Sales Tax - (This is only an estimate based upon the taxable location. The Four Winds' invoice may reflect a slightly different amount based upon current tax calculations.)	Tax Location:	Exempt	\$ -	\$ -	\$ -
Estimated Travel and Expenses - (Estimate Only - Total invoice will be based upon actual expenses incurred for the project).			\$ -		

TOTAL FIRST YEAR INVESTMENT FOR MONTHLY LICENSE OPTION \$ 9,431.60

Confidential

Initials - Client: _____

Initials - FW: _____

Down Payment and Acquisition Model Information			
The down payment for this quote is:			
\$	11,330.00	for the Purchase Option	- 100% of Hardware, Set-up, and Software
			Check One ()
\$	565.97	for the Monthly Option	- 100% of Hardware, Set-up, and First Monthly Payment
			Check One ()

Customer Acceptance:

The parties accept and agree to the above terms and further acknowledge that by signing below, the authorized representatives represent and warrant they are authorized by the company so identified and do hereby agree to the following terms and conditions in the Master Software and Services Agreement (viewable at the link shown below) which are hereby incorporated by this reference. (Should an FWI Partner sign this proposal on behalf of the End Customer, the Partner acknowledges they will insure the End Customer's adherence to the terms of this proposal and also insure that the End Customer executes additional License Agreement(s) as may be required by FWI).

<http://www.fourwindsinteractive.com/agreements/FWI-Master-Software-Agreement.pdf>

 (Customer Legal Entity Name)

By: _____
 (Signature of Authorized Representative)

Name: _____

Title: _____

Date: _____

FOUR WINDS INTERACTIVE, LLC

By: _____
 (Signature of Authorized Representative)

Name: _____

Title: _____

Date: _____

**** Please fax to 720.221.0720 ****

Confidential

Initials - Client: _____
 Initials - FWI: _____

Customer's Project Commencement Guidelines

Four Winds Interactive would like to insure that all of the necessary steps are completed in a timely fashion in order to start your digital signage project as quickly as possible. In order to accommodate that, the following steps have been outlined to make the commencement process as effective as possible.

Quotation:

The attached quotation is a key component of your project's overall transaction as it clearly defines the various, detailed components being proposed including software, sign architecture, subscriptions, professional services, hardware, and key terms not defined in the End User License Agreement. This document must be signed and dated as a pre-condition of project commencement.

Statement of Work:

In some cases, where this proposal does not adequately depict the nature of the project in adequate detail, a Statement of Work will also be produced. If a Statement of Work has been supplied, that document must also be agreed to and executed prior to project commencement.

Down Payment:

Along with your closing documents, you will receive an invoice articulating the down payment required to begin your project and the terms for the balance. The obligations that Four Winds will assume will not begin until all documents are signed and received including the down payment. The initial steps we will take once all documents are received are explained below.

Customer's Project Responsibilities

- Provide all branding or style guide materials and graphical elements
- Any creative or graphical work is limited to two rounds of revisions. Any additional revisions will result in a change order.
- Graphical elements should be provided in vector-based formats when possible
- Provide general design direction, review and approval
- All floor plans, diagrams or other Wayfinding information
- All wiring, cabling and electrical work required
- All labor relating to site preparation and mounting of hardware components including displays and other A/V or networking equipment
- Network configurations which, depending on Customer's desired configuration, may include adding Player PC's or Servers to the Customer's domain.
- Customer will provide wired or wireless network connectivity, 120 VAC Services, and display mounting for all locations prior to software installation. This proposal does not include mounting of displays, cabling, wiring, or installation of electrical or network conduits.
- Removal of existing hardware and software not being utilized in FWI installation.
- If Customer wishes to use their own MS Office Site License, they must provide registration number to Professional Services group before final hardware is shipped.
- Providing artwork and branding information for use in design of custom format templates and advertisements
- Availability of at least one individual who has administrative privileges on the network for the full duration of the installation
- Reviewing all preparation materials provided by FWI and meeting agreed on deadlines
- Providing SQL Server or shared folder access for Content Manager database
- Provide shared folder access for content storage
- Providing a secure storage location for all equipment shipped to Customer's location
- All display hardware, networking equipment and enclosures not specified in FWI quotation

FWI's Project Commencement Steps

Four Winds Interactive would like to insure that all of the necessary steps are completed in a timely fashion in order to start your digital signage project as quickly as possible. In order to accommodate that, the following steps have been outlined to make the commencement process as effective as possible.

Install Record:

As soon as all documents and the down payment are received, an install record is created in our Customer Relationship Management system. This is created and attached to the same record we used to follow the progress of your opportunity and will remain with your account record indefinitely. This insures that all actions and communication between you and Four Winds Interactive is documented and is a part of your permanent history. This allows us to ultimately provide superior customer support based upon the visibility we maintain about your specific project or projects.

Assignment of Project Manager:

As soon as the install record is created, we will assign one of the Project Managers from within our Professional Services group. They will receive an update from your FWI sales team so they have knowledge of the project they will manage with you.

Project Kick-Off Call:

Once a Project Manager is assigned, they will schedule a kick-off call with your digital signage team to work towards the successful implementation of your signage network!

Confidential

Initials - Client: _____

Initials - FWI: _____



Proposal Title: Northern Essex Community College - Budgetary Proposal Only

3012 Huron Street
Denver, CO 80202
Phone: 720.974.0111

Campus Site 3 of 3

This proposal is prepared for: Northern Essex Community College

Date: December 5, 2012

Attention: Ricardo Rivera

Contact's Phone Number
978-556-3742

Contact's Email Address
rivera@necc-nh.uscc.edu

Ship to: Northern Essex Community College
Attn: Ricardo Rivera
Haverhill, MA 01830
USA

Bill to: Northern Essex Community College
Attn: Ricardo Rivera
Haverhill, MA 01830
USA

FWi Contacts

Phone Numbers

Email Addresses

Sales Representative: Andrea Linn
VP of Sales: Katrina Heim

(Office) 720-389-3678 (Cell) 720-775-9901
(Office) 720-389-3676 (Cell) 303-368-0612

alinn@fourwindsinteractive.com
kheim@fourwindsinteractive.com

Free Use Identifier: 0

Project Description

This proposal includes the Four Winds Interactive digital signage solution for NECC. This proposal is valid for a period of 90 days from the proposal date.

Project Overview:

- Software: Campus Site License
- Subscription Services: Database Hosting
- Signage: Not included in scope
- Creative Services: Not included in scope
- Implementation Services: Remote implementation services for one (1) PCs
- Live Data source: Not included in scope
- Hardware: Shown for reference only

Assumptions:

- Client will provide PC or Server for Content Manager and Content for signage network.
- Content Player PC will be local to the display.
- Client will run cabling & power and install monitors prior to FWi implementation.
- Client is responsible for physical installation of hardware.
- Services are estimates and will be billed on a Time and Material basis.
- Existing network infrastructure is in place and will support digital signage deployment.
- Testing client created template(s) with upgraded version of software is not included. If troubleshooting is required, hours will be billed on a time and materials basis.
- Training will be performed remotely. (Unless specified as onsite with T&L expenses quoted)
- It is Client's responsibility to ensure all client provided hardware meet FWi hardware requirements.

Software

Perpetual Model: Pricing includes one-time fees for selected software licenses plus an annual Maintenance Service Fee. The annual Maintenance Service Fee is calculated at 18% of the total Perpetual License Fees of the licensed software. The Term of the Maintenance Service shall be 3 years subject to the terms of the Master Software and Services Agreement. At any time, customer may upgrade the Content Player type to another type as required. This proposal is effective for 90 days from the date shown above.

Monthly Model: Monthly fees include use of selected software and support and maintenance for the duration of the Term. The Term shall be 36 months subject to the terms of the Master Software and Services Agreement. At any time, customer may upgrade the Content Player type to another type as required. This proposal is effective for 90 days from the date shown above.

Description	Based on Student Population: (See http://nces.ed.gov/ipeds/data/ipedsdatatool)	5,001 - 10,000	Perpetual License Fees			or Monthly Fees			
			Price	Qty	Amount	Price	Qty	Amount	
Campus Site License - Hosted									
Campus Site License includes: Unlimited Content Manager Licenses Unlimited Content Player Licenses (Excludes Desktop Players) Hosted Content Store Account with 1 Gb of Storage Hosted SQL Database (SQL Not Included) Hosted Content Manager Express Hosted FWi Services Hosted Integration Framework Base & Console									
			\$	55,000.00	1	\$	55,000.00	\$	2,465.52
TOTAL			\$	55,000.00				\$	2,465.52

Software Total

Description	Perpetual License Fees			or Monthly Fees		
	Price	Qty	Amount	Price	Qty	Amount
Campus Site License - Hosted	\$	55,000.00		\$	2,465.52	
TOTAL			\$	55,000.00	\$	2,465.52

Subscription Services

Subscriptions include hosting and/or managed services provided by FWi, and/or third-party content that requires annual or monthly fees.

Description	Annual Fees			or Monthly Fees			
	Price	Qty	Amount	Price	Qty	Amount	
Hosting, Monitoring, and Storage							
FWi-FTP/ANDS-SITE - Database Hosting including the use of SFTP Deployment Server and Database Backup Services (Per Site License)	\$	3,382.50	1	\$	3,382.50	\$	281.88
TOTAL			\$	3,382.50	\$	281.88	

Confidential

Initials - Client: _____

Initials - FWi: _____

Subscription Services Total

Description	Annual Fees		or Monthly Fees	
		Amount		Amount
Subscription Services		\$ 3,382.50		\$ 281.88
TOTAL		\$ 3,382.50		\$ 281.88

Professional Services

FWI can provide a variety of Professional Services including app/sign builds, software installation, training, and project management. All services in this section are billed on a time and material basis. Hours reflected below reflect our best estimates for the services you require. Should additional hours be required, a signed change order will be processed in order to complete the project. Travel and expense items estimated in this proposal are also billed as incurred. Four Winds Interactive can optionally provide services to run or install cable, physically hang monitors or enclosures, or other physical implementation requirements.

Description	Professional Service Fees		
	Price	Qty	Amount
Standard Implementation Services:			
Project Management	\$ 165.00	3	\$ 495.00
Implementation	\$ 165.00	4	\$ 660.00
Training	\$ 165.00	8	\$ 1,320.00
TOTAL		15	\$ 2,475.00

Professional Services Total

Description	Professional Service Fees		
	Price	Qty	Amount
Professional Services	\$ 165.00	15	\$ 2,475.00
TOTAL		15	\$ 2,475.00

Hardware

Using the correct hardware components is critical to a reliable, cost-effective and supportable solution. Unlike others in our industry, we do not require you to purchase proprietary hardware to run our software. Player PC's that are not acquired directly from Four Winds will require compliance with minimum specifications and adaptation to correct configurations, otherwise additional setup charges may apply. In addition, you're welcome to obtain your hardware in any of the following ways:

1. Purchase directly from Four Winds Interactive.
2. Purchase directly from your preferred supplier.
3. Utilize components (e.g. PC's and Displays) that you may already own.

Description	One-Time Fees		
	Price	Qty	Amount
Digital Signage Materials - PC's, Displays, Enclosures & Mounts			
Content Manager and Content Player Hardware			
FWP61-G-SW NowMicro NowMicro Apple Glen - Medius 557 ITX Case 64GB SSD, 4GB Windows 7 64Bit, 3 yr Swap-IT Bundle w/ Cables- Does not include Internal Wireless - Preferred Content Player, Content Manager option	\$ 979.00	0	\$ -
0			
V462 NEC 46" LCD Public Display Monitor 1920x1080 (FHD) Black with full AV function, RS-232 Loop through, RJ-45, HDMI Digital Connection, 3 Year Warranty, Stand, Speakers included	\$ 1,198.00	0	\$ -
Interactive Touch Display Options			
V462-BK-MDUR NEC / Carvys V462 (Black) w/3M DST Touch, USB controller	\$ 2,962.00	0	\$ -
Display Mounts			
ST16D-B Peerless FWI Universal Tilt Smart Mount - Displays from 40-55 in	\$ 148.00	0	\$ -
TOTAL			\$ -

Hardware Totals

Description	One-Time Fees	
		Amount
Digital Signage Materials - PC's, Displays, Enclosures & Mounts		\$ -
TOTAL		\$ -

Shipping Estimates

Client responsible for all shipping charges; even if estimates are not included. Amounts are only estimates.	One-Time Fees		
	Basis	%	Amount
Shipping estimate for non-enclosure hardware items	\$ -	3.00%	\$ -
TOTAL			\$ -

Investment Summary - Perpetual License Option

Totals	One-Time Fees	
	Tax Status	Amount
Software Total	Tax Exempt	\$ 55,000.00
Subscription Services Total	Tax Exempt	\$ 3,382.50
Professional Services Total	Tax Exempt	\$ 2,475.00
Hardware Total	Tax Exempt	\$ -
Shipping Estimate Total	Tax Exempt	\$ -
First Year Maintenance Total (18% of Gross Software License Fees)	Tax Exempt	\$ 9,900.00
GRAND TOTAL		\$ 70,757.50

Estimated Sales Tax - (This is only an estimate based upon the taxable location. The Four Winds' invoice may reflect a slightly different amount based upon current tax calculations.)	Tax Location:	Exempt	\$ -
Estimated Travel and Expenses - (Estimate Only - Total invoice will be based upon actual expenses incurred for the project).			\$ -

TOTAL FIRST YEAR INVESTMENT FOR PURCHASE LICENSE OPTION \$ 70,757.50

Recurring Annual Fees	
Future Annual Software Maintenance (Years 2+)*	\$ 9,900.00
Subscription Services (Years 2+)	\$ 3,382.50
TOTAL RECURRING ANNUAL FEES:	\$ 13,282.50

Confidential

Initials - Client: _____

Initials - FWI: _____

Investment Summary - Monthly License Option

Totals		One Time Fees - Items Not Subject to Monthly Option		plus Monthly Fees	
Description	Tax Status	Amount	Setup		Amount
Software Total	Tax Exempt	\$ -	\$ -		\$ 2,485.52
Subscription Services Total (One Time Set-up and Monthly Fees)	Tax Exempt				\$ 281.88
Professional Services Total		\$ 2,475.00			
Hardware Total	Tax Exempt	\$ -			
Shipping Estimate Total		\$ -			
	GRAND TOTAL	\$ 2,475.00	\$ -		\$ 2,747.40
Estimated Sales Tax - (This is only an estimate based upon the taxable location. The Four Winds' invoice may reflect a slightly different amount based upon current tax calculations.)		Tax Location:	Exempt	\$ -	\$ -
Estimated Travel and Expenses - (Estimate Only - Total invoice will be based upon actual expenses incurred for the project).				\$ -	
TOTAL FIRST YEAR INVESTMENT FOR MONTHLY LICENSE OPTION				\$	35,443.74

Confidential

Initials - Client: _____

Initials - FWC: _____

Down Payment and Acquisition Model Information			
The down payment for this quote is:			Check One
\$	55,000.00	for the Purchase Option - 100% of Hardware, Set-up, and Software	()
\$	2,747.40	for the Monthly Option - 100% of Hardware, Set-up, and First Monthly Payment	()

Customer Acceptance:

The parties accept and agree to the above terms and further acknowledge that by signing below, the authorized representatives represent and warrant they are authorized by the company so identified and do hereby agree to the following terms and conditions in the Master Software and Services Agreement (viewable at the link shown below) which are hereby incorporated by this reference. (Should an FWi Partner sign this proposal on behalf of the End Customer, the Partner acknowledges they will insure the End Customer's adherence to the terms of this proposal and also insure that the End Customer executes additional License Agreement(s) as may be required by FWi).

<http://www.fourwindsinteractive.com/agreements/FWi-Master-Software-Agreement.pdf>

FOUR WINDS INTERACTIVE, LLC

 (Customer Legal Entity Name)

By: _____
 (Signature of Authorized Representative)

Name: _____

Title: _____

Date: _____

By: _____
 (Signature of Authorized Representative)

Name: _____

Title: _____

Date: _____

**** Please fax to 720.221.0720 ****

Confidential

Initials - Client: _____
 Initials - FWi: _____

Customer's Project Commencement Guidelines

Four Winds Interactive would like to insure that all of the necessary steps are completed in a timely fashion in order to start your digital signage project as quickly as possible. In order to accommodate that, the following steps have been outlined to make the commencement process as effective as possible.

Quotation:

The attached quotation is a key component of your project's overall transaction as it clearly defines the various, detailed components being proposed including software, sign architecture, subscriptions, professional services, hardware, and key terms not defined in the End User License Agreement. This document must be signed and dated as a pre-condition of project commencement.

Statement of Work:

In some cases, where this proposal does not adequately depict the nature of the project in adequate detail, a Statement of Work will also be produced. If a Statement of Work has been supplied, that document must also be agreed to and executed prior to project commencement.

Down Payment:

Along with your closing documents, you will receive an invoice articulating the down payment required to begin your project and the terms for the balance. The obligations that Four Winds will assume will not begin until all documents are signed and received including the down payment. The initial steps we will take once all documents are received are explained below.

Customer's Project Responsibilities

- Provide all branding or style guide materials and graphical elements
- Any creative or graphical work is limited to two rounds of revisions. Any additional revisions will result in a change order.
- Graphical elements should be provided in vector-based formats when possible
- Provide general design direction, review and approval
- All floor plans, diagrams or other Wayfinding information
- All wiring, cabling and electrical work required
- All labor relating to site preparation and mounting of hardware components including displays and other A/V or networking equipment
- Network configurations which, depending on Customer's desired configuration, may include adding Player PCs or Servers to the Customer's domain.
- Customer will provide wired or wireless network connectivity, 120 VAC Services, and display mounting for all locations prior to software installation. This proposal does not include mounting of displays, cabling, wiring, or installation of electrical or network conduits.
- Removal of existing hardware and software not being utilized in FWi installation.
- If Customer wishes to use their own MS Office Site License, they must provide registration number to Professional Services group before final hardware is shipped.
- Providing artwork and branding information for use in design of custom format template and advertisements
- Availability of at least one individual who has administrative privileges on the network for the full duration of the installation
- Reviewing all preparation materials provided by FWi and meeting agreed on deadlines
- Providing SQL Server or shared folder access for Content Manager database
- Provide shared folder access for content storage
- Providing a secure storage location for all equipment shipped to Customer's location
- All display hardware, networking equipment and enclosures not specified in FWi quotation

FWi's Project Commencement Steps

Four Winds Interactive would like to insure that all of the necessary steps are completed in a timely fashion in order to start your digital signage project as quickly as possible. In order to accommodate that, the following steps have been outlined to make the commencement process as effective as possible.

Install Record:

As soon as all documents and the down payment are received, an install record is created in our Customer Relationship Management system. This is created and attached to the same record we used to follow the progress of your opportunity and will remain with your account record indefinitely. This insures that all actions and communication between you and Four Winds Interactive is documented and is a part of your permanent history. This allows us to ultimately provide superior customer support based upon the visibility we maintain about your specific project or projects.

Assignment of Project Manager:

As soon as the install record is created, we will assign one of the Project Managers from within our Professional Services group. They will receive an update from your FWi sales team so they have knowledge of the project they will manage with you.

Project Kick-Off Call:

Once a Project Manager is assigned, they will schedule a kick-off call with your digital signage team to work towards the successful implementation of your signage network!

Confidential

Initials - Client _____

Initials - FWi _____

APPENDIX D – TRMS PRICE QUOTE

F.M. Valenti, Inc.

Equipment Quote

Customer: 2013.01.24 NECC RR CAR Planar digital signage Date: January 29, 2013
 Company: Northern Essex Community College Quoted by: Joseph A. Castay
 Contact: Ricardo Rivera (Danny) email: rrivera@necc.mass.edu
 Street: Phone: 978-558-3742
 City/State/Zip: Lawrence MA Fax:

Manufacturer	Model No.	Description	Qty	List Price	Ext List Price
<p>Please choose 1 of 3 CAR Servers Note: CAR-SVR310 is best option if not more than 15 CAR Players are required.</p>					
Tightrope Media Systems	CAR-Carousel-Ent	Carousel Enterprise Server , Digital signage framework server software license for Windows 2008 Server Carousel digital signage server software. Unlimited user accounts. No licensing limit on number of supported players. Windows 2008 R2 and Microsoft SQL Server is required. 8 Hours of telephone installation support is included, if required. <i>We recommend 6 hours of phone training (SVC-PH-TRAIN). If on-site is purchased, this is not needed. This package does not include any hardware, Display Engines or Channel licenses. Includes up to six (6) hours of SVC-PH-INST, which must be scheduled with Tightrope Support.</i>	0	\$ 6,450.00	\$ -
Tightrope Media Systems	CAR-SVR410	Carousel Pro Server 410 , Digital signage framework server Carousel digital signage Server, 2 rack unit chassis. Controls up to 300 players. Unlimited user accounts. Windows 2008 R2. RAID-1 storage. Redundant power supply. Display Engine and Channel licenses are sold separately. <i>We recommend 6 hours of phone training (SVC-PH-TRAIN) and 2 hours of phone installation support (SVC-PH-INST). If on-site is purchased, this is not needed. Display Engines and Channel licenses are not included. Purchase a Carousel Player or CAR-CHDE to add these licenses.</i>	0	\$ 8,250.00	\$ -
Tightrope Media Systems	CAR-SVR310	Carousel Server 310 , Digital signage computer and player with 14 available channels for expansion and Video Input Digital Signage Server, 2 rack unit chassis. Controls up to 14 additional players (not included) for 15 channels of signage. Unlimited user accounts. Windows 7. Includes one channel license, display engine and includes HDMI/Component/Composite input adaptor for picture-in-picture video input. <i>We recommend 6 hours of phone training (SVC-PH-TRAIN) and 2 hours of phone installation support (SVC-PH-INST). If on-site is purchased, this is not needed. Carousel Server includes one Display Engine and Channel License. Additional players (14 max) are optional and not included. Includes HDMI/Component/Composite input adaptor for picture-in-picture video input. While rack ears are included, this unit does not come with and does not require rack rails.</i>	1	\$ 4,850.00	\$ 4,850.00

Tightrope Media Systems	CAR-PLR250	Carousel Player 250. Small form factor digital signage player for Carousel servers Digital signage player appliance in a small form factor for use with Carousel servers (Server, Pro or Enterprise). Specify WIFI option at purchase, if required. Includes one channel license and display engine. <i>We recommend 1 hour of phone installation support (SVC-PH-INST). If on-site is purchased, this is not needed. Requires Carousel Server, Carousel Pro Server or Carousel Enterprise Server.</i>	10	\$ 2,750.00	\$ 27,500.00
	SVC-PH-TRAIN	Phone Training. One hour of telephone training One hour of telephone and internet assisted training. High-speed Internet connection required. Must be scheduled with Tightrope at least two weeks prior to use. System must be fully installed and configured prior to appointment. For new customers, a minimum of four hours is required. There is no minimum for follow-up training sessions. <i>While a minimum of four hours is required for new customers, more may be needed, depending on system. Each product part number has a recommended amount of telephone training that you may use as a guideline for ordering this part. CAN be broken into 4 HOURS</i>	8	\$ 150.00	\$ 1,200.00
<p><u>Please choose one of the Planar Systems display size 42", 46", 55"</u> Note: * These are Commercial displays * 24/7, 3 Year Replacement * These are not "professional grade" or "pro-consumer" type</p> <p>- If you want to use the Interactive feature in Carousel, touch screens are required. We have touch screen options.</p>					
Planar Systems	PS42550	42in diagonal, Full HD, ultra slim, LED backlight, 24x7 reliability, metal bezel, landscape/portrait mode, VGA, HDMI, DVI, Video inputs, RS232 control.		\$ 1,199.00	\$ -
Planar Systems	PS4650	46in diagonal, Full HD, ultra slim, LED backlight, 24x7 reliability, metal bezel, landscape/portrait mode, VGA, HDMI, DVI, Video inputs, RS232 control.		\$ 1,549.00	\$ -
Planar Systems	PS5551	55in diagonal, Full HD, ultra slim, LED backlight, 24x7 reliability, metal bezel, landscape/portrait mode, VGA, HDMI, DVI, Video inputs, RS232 control.	10	\$ 2,199.00	\$ 21,990.00
Planar Systems	WMT-MXL	Adjustable Tilting Wall Mount for sizes up to 55". 2" low-profile design, 10° of continuous tilt, post-installation leveling capability, universal hardware kit and lock security barrel	10	\$ 180.00	\$ 1,800.00
Optional Compact Speakers					
SoundTube	SM31-EZ-BK	3" Full-range surface-mount speaker. Ships 1 per box. Specify black or white. UL 1480 (UEAY) approved.	20	\$ 105.00	\$ 2,100.00
<p>Although most products described in this proposal are current in the line as of the submittal of this proposal, products are routinely added and discontinued. Although reasonable care was taken in the preparation of these documents, there can be no assurances that the information set forth is error-free. Accordingly, the user of these documents takes sole responsibility for the results obtained from using these documents, and FM Valenti assumes no responsibility for, or liability with respect to such results. Note that different or additional system components may be required to meet local codes or the requirements of the authority having jurisdiction. The user is responsible for the system's code conformance and its associated cable and power requirements.</p>					
Quote Valid for 30 Days				SubTotal	\$ 59,440.00

Five Bourbon Street, Peabody, Massachusetts 01960-1339 Ph. 800-333-6654 Fax 800-666-0554

2013.01.24 NECC_RR_CAR_Planar_digital signage_SRP.xlsx

APPENDIX E – VBRICK PRICE QUOTE



AV Proposal

Prepared for



Digital Signage with VBrick

February 6, 2013

Account Manager

Mark Rue
DGI Technologies
101 Billerica Ave Bldg 6
Billerica, MA 01862
978.495.3815
mrue@dgitech.com

101 Billerica Ave Bldg 6 Billerica, MA 01862 / 978.495.3800 / www.dgitech.com

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COMPANY HISTORY

DGI-Invisuals, based in Boston, is the premier large format digital printer in New England and serves customers across the nation. Originally founded in 1994 congruent with the advent of digital printing technology itself, we have grown, merged and acquired companies over the years and now we are the largest company of its kind in the region. We operate out of a state of the art 40,000 square foot facility located at 101 Billerica Ave Billerica, MA.

DGI-Invisuals acquired Smithcurl Communications and Excel Lan Communications within the last two years. These acquisitions complemented the product offerings of DGI's graphic division to include Digital Signage, Healthcare Communication Systems, Layer One Cabling, and Audio Visual Integration. Collectively, our firms supply, install, and service all the above offerings with over 100 employees.

Within the past two months, DGI has acquired two additional AV companies: Berway Visual Products and Custom Home AV. These acquisitions have rounded out the AV offerings from DGI and added additional manpower from a technical and administrative standpoint.

Every AV project includes a dedicated project engineer, project manager, a lead technician, and an account manager. Together, we provide world class design and installation services for our clients.

We have rebranded the technology division to DGI Technologies. We're excited about the future of our growing brand and look forward to the opportunity to work with your firm.



Formerly



101 Billerica Ave Bldg 6 Billerica, MA 01862 / 978.495.3800 / www.dgitech.com

TECHNICAL CAPABILITIES

We have two audio visual engineers that are CTS-D certified with over 45 years of experience designing audio visual systems. In this project it's important to have a Crestron DMC-E and DMC-D (Digital Media Certified Engineer and Designer).

Our lead technician, Jake Burwood, will be leading this project and is certified by Biamp, ClearOne, Polycom, Crestron, Extron, LifeSize, and Cisco. All of our technicians continually receive training from our key manufacturers through webinars or onsite training sessions.

Sean Stanley is our certified Crestron programmer and DMC-E (Digital Media Certified Engineer). Sean will work closely with your firm to develop an easy to use GUI for the Crestron touchpanels. In this project, we understand that is not necessary; however, if needed we can supply his services.

CUSTOMER ACCOUNTS

Here is a list of some of our larger customer accounts

- ✓ Beth Israel Deaconess Medical Center
- ✓ Brigham and Women's Hospital
- ✓ Presidio Networked Solutions
- ✓ State Street Corporation
- ✓ Citizens Bank
- ✓ Eagle Investment Systems
- ✓ Intergen
- ✓ ABIOMED
- ✓ Pegasystems, Inc.
- ✓ Olympus NDT
- ✓ UMASS Medical School

Our recent projects completed over the summer of 2011, 2012, and ongoing projects that are similar in size and scope:

- ✓ Intergen. 30 Corporate Drive Burlington, MA. Contact: Jeremy Liveston (jlivesto@intergen.com 781-993-3000). 45k+ sq ft.
- ✓ Eagle Investment Systems. 45 William Street Wellesley, MA. Contact: Mike Fitzgerald (mfitzgerald@eagleinvsys.com 617-218-7427). 95k sq ft.
- ✓ Olympus NDT 48 Woerd Ave Waltham, MA. Contact: Margaret James (margaret.james@olympusndt.com) 100k+ sq ft.
- ✓ UMASS Medical School Albert Sherman Center. 55 Lake Ave North Worcester, MA. 480k+ sq ft. Contact: Fernando Escobar (fernando.escobar@umassmed.edu)



Presidio Networked Solutions

We have an exclusive relationship with Presidio Networked Solutions. We provide all the design and installation support for their Audio Visual and Video Conferencing projects (Cisco now owns Tandberg). In addition, Excel Lan provides all the Layer One cabling, IP Phone deployment, and Data Center installation services for Presidio. This partnership allows DGI Technologies access to Presidio’s talented engineers and provides a direct link to Cisco support.

Customer Reference:

Mark Rue reached out to me and requested that I send you some background on our project. Before I begin, I’ll start by saying that I am very particular when it comes to being a reference. It does not come easily and the standards must be exceptional. With that in hand, I am pleased to offer this letter to eliminate any hesitation in choosing DGI as an Audio Visual Integrator for your upcoming project. We were in the process of moving our facilities from Newton, MA to Wellesley, MA this summer. After a thorough evaluation between ProVidea and DGI, we chose DGI as our Audio Visual Integrator. The selection proved to be a great choice; DGI implemented an AV design that was exactly what we wanted. Their technicians were some of the best I’ve ever worked with and their Crestron programming was the simplest user interface we’ve ever had for our conference rooms. They took ownership of the project from the beginning to the end, worked well with our construction firm, Commodore Builders, and completed the project on time and under budget. We deployed three completely integrated video conferencing rooms with Tandberg and Crestron in all spaces, a high level Boardroom, a Training Room that divides and combines into three separate spaces or one large room, and over thirty five digital signage flat panels throughout the facility.

I’ve been working with Presidio Networked Solutions, our Cisco partner, for over eight years and they recommended DGI. While DGI created the front end experience in the conference rooms, Presidio implemented the back end solution to our video conferencing systems and our network. The partnership was one of the best I’ve seen to date. All in all, a project that should’ve taken over six months to implement was completed in less than two. The end result is high performance global workplace that is changing the way we do business.

If you have any reservations about selecting a company like DGI to implement Audio Visual in your facility please give me a call or better yet, we would welcome a visit to our office in Wellesley and see for yourself the attention to detail and usability of the space.

Sincerely,
Mike Fitzgerald
Managing Director, Head of Information Systems
617.218.7427
mfitzgerald@eagleinvsys.com

OBJECTIVE

NECC is seeking a digital signage solution for a campus wide deployment.

STATEMENT OF WORK

Digital Signage System

A VBrick Digital Signage System will include the following:

- Content manager software which allows for the creation of Digital Signage content to be displayed on a VBrick Signage player. Supports up to 50 Signage Players.
- The content manager software will be installed on the VEMS server.
- Online training is included for up to one year with unlimited access for any department.
- (10) Ten Signage Players are included that will receive content from the VBrick Digital Signage Content Manager. The players will live behind the LCD where the content will be displayed. The unit outputs an HDMI signal.
- An RSS feed module will be added for the players to point to predetermined RSS feeds.
- We have supplied pricing for 10 46" LCD Professional TV's with mounts.

EQUIPMENT LIST

Signage Equipment				
1	7500-0227	This VEMS edition manages the VBrick Digital Signage module only. Must be sold with one of the following: 1) VBRICK DIGITAL SIGNAGE CONTENT MANAGER STANDARD EDITION (SOFTWARE ONLY) 7500-0212 or 2) VBRICK DIGITAL SIGNAGE CONTENT MANAGER PROFESSIONAL EDITION (SOFTWARE ONLY) 7500-0213, or 3) VBRICK DIGITAL SIGNAGE CONTENT MANAGER ENTERPRISE EDITION (SOFTWARE ONLY) 7500-0214. There is no upgrade path for VEMS, no warranty programs can be purchased, nor is there any support for VEMS - only for Digital Signage as purchased separately. Training and installation services must be	\$ 1,000	\$ 1,000
1	8000-0199	VBRICK DIGITAL SIGNAGE CONTENT MANAGER PROFESSIONAL EDITION (HARDWARE AND SOFTWARE) - Release 3.0 Content Manager software which allows for the creation of Digital Signage content to be displayed on a VBrick Signage player. Supports up to 50 Signage Players. The Hardware and Software combination pre-installs the Digital Signage Content Manager software on a high performance web server. The Hardware and Software combination pre-installs the Digital Signage Content Manager software on a high performance web server.	\$ 12,195	\$ 12,195
10	7500-0216	VBRICK DIGITAL SIGNAGE RSS FEED ADAPTOR - Allows users to point the Signage Players to RSS feeds. Licensed per Content Manager server	\$ 99	\$ 990
10	8000-0201	VBRICK SIGNAGE PLAYER (HARDWARE AND SOFTWARE) - Release 3.0 Signage Player that receives content from the VBrick Digital Signage Content Manager and outputs it via HDMI to a display or to a VBrick encoding appliance. Includes the player software, streaming media license, and dedicated hardware device that is easily mounted	\$ 2,895	\$ 28,950
1	7500-0221	VBRICK DIGITAL SIGNAGE ONLINE TRAINING PACKAGE - Includes unlimited access for one year to all three web-based, live training courses and more	\$ 1,495	\$ 1,495
3	PS-SVCS-DAY	PS-SVCS-DAY - Per day labor pricing for VBrick Professional Services. Includes Design, Installation, Project Management, Upgrades and/or Troubleshooting. Includes on-site and/or remote work. Price is per day. Travel and Expenses are separate line items.	\$ 2,495	\$ 7,485
3	PS-TRAV-DAY-US	PS-TRAV-DAY-US - Per Day T&E pricing within the continental United States for on-site VBrick installation or consulting performed by VBrick professional services (VBrick labor rate not included.). Additionally, part number PS-TRAV-TRIP-US is used to cover travel costs to and from a VBrick corporate office. Non-discountable.	\$ 325	\$ 975
1	PS-TRAV-TRIP-US	PS-TRAV-TRIP-US - Per round trip T&E pricing within the continental United States for on-site VBrick Professional Services (VBrick labor rate not included.). Additionally, part number PS-TRAV-DAY-US is used to cover travel costs associated with daily travel expenses. Non-discountable.	\$ 750	\$ 750

101 Billerica Ave Bldg 6 Billerica, MA 01862 / 978.495.3800 / www.dgitech.com

1	W1-UP-GOLDPLUS	VBRICK TECHNICAL SUPPORT SERVICE - 1ST YEAR UPGRADE TO GOLD PLUS - VBrick's Gold Plus Technical Support Service offering provides a higher tier of service compared to the standard Gold offering by also offering Major Releases for Software Updates. Full details of the program are available at: www.vbrick.com/support Note: One year of Gold Service is included in the list price of VBrick products	\$ 2,275	\$ 2,275
Video Equipment				
10	TH-47LF30U	Panasonic 47" 1080p LCD Commercial Display, 700cd/m2 brightness (High Brightness)	\$ 1,399	\$ 13,990
10	LSMU	Chief Fusion Wall Mount	\$ 147	\$ 1,470
1	Cables, Connectors, and Hardware		\$ 347	\$ 347
Equipment Subtotal				\$ 71,922
Shipping				\$ -
Sales Tax				\$ -
Equipment Total				\$ 71,922
Professional Services				
	<u>HOURS</u>	<u>DESCRIPTION</u>	<u>RATE</u>	<u>EXT. RATE</u>
	40	Field Installation (TV Install with Vbrick Player)	\$ 85	\$ 3,400
Service Subtotal				\$ 3,400
GRAND TOTAL				\$ 75,322

INSTALLATION SCOPE OF SERVICES

DGI Technologies will provide a complete integrated system. The installation includes, but is not limited to the following:

Engineering:

Our engineering department will provide the following as needed:

- Specifications of equipment related to the system with related cut-sheets and descriptions
- Definitions of base-building infrastructure requirements including conduit requirements, structural and blocking requirements, etc.
- Calculations of system mechanical requirements including heat loads, power requirements, LAN requirements, etc.
- Drafting of all drawings in AutoCAD, with backgrounds supplied by others
 - Floor Plan
 - Conduit Riser
 - System Flow Diagrams
- Required coordination documentation to necessary parties

Control Systems & Audio DSP Programming:

DGI will program the audio processor and the Crestron control will be completed by our certified Crestron programmer. The graphical user interface will be developed with the client prior to implementation. All DSP programming will be completed by our Biamp audio programmer.

Project Management:

Our project management department will provide the following as needed:

- Project timeline – including onsite cross trade coordination of construction related items
- Tracking and scheduling of all product delivery to site
- Perform system testing
- Facilitate end-user training

Hardware Installation:

- Installation of all AV related cabling with terminations
- Mounting of AV devices
- Functional systems testing
- Site clean-up and disposal

Exceptions:

Following is a list of items that will be the responsibility of *the client* or other trades. *DGI Technologies* will gladly communicate with the necessary contact(s) for a smooth project execution:

- Structural, ceiling, millwork, or AC/heat modifications, HV electrical or conduit.
- Voice/data cabling, IE analog phone lines, ISDN lines, network ports, etc
- Network connectivity, routing, switching and port configuration necessary to support audiovisual equipment
- Concrete saw cutting and/or core drilling
- Fire wall, ceiling, roof and floor penetration, patching, removal or fire stopping
- Necessary sheet rock replacement, ceiling tile, T-bar replacement and/or repair
- Any and all millwork (moldings, trim, etc.). All millwork or modifications to project millwork to accommodate the AV equipment is to be provided by others, unless otherwise noted in this proposal
- Painting, patching or finishing of architectural surfaces
- Permits (unless specifically provided for elsewhere in the contract)
- HVAC and plumbing relocation
- Rough-in, bracing, framing or finish trim carpentry for installation
- Cutting, structural welding, or reinforcement of structural steel members required for support of assemblies, if required
- Owner furnished equipment or equipment by others that is integrated into the systems (as described above) is assumed to be current industry acceptable and in good working order. If it is determined that this equipment is faulty upon installation, additional project charges may be incurred.

WARRANTY

DGI Technologies warrants the system to be free from installation related defects for a period of (1) one year from the date of acceptance of the system.

All materials contained in this system come with complete manufacturers' warranties against defects in parts and workmanship. Typical manufacturers' warranties for equipment vary in lengths (usually 90 days to 3 years). The basic warranties cover all hardware on a "return to factory" basis.

TERMS & CONDITIONS

1. Pricing on quote will be honored for (60) days. After (60) days, a new quote must be issued.
2. Labor rates are priced as **non-union** and for all work being performed during normal construction business hours: M-F, 8:00am-4:30pm.
3. All equipment & workmanship provided by other contractors for this system will be subject to inspection by *DGI Technologies* with the authority of approval and/or rejection.
4. Equipment paid in full with the acceptance of the proposal and the balance is due upon completion of the installation.
5. All returned equipment is to be in original packaging, unopened, and undamaged for any credit.
6. All returned equipment is subject to a 20% restocking fee and 100% shipping fee.
7. Shipping & handling costs are honored for (1) one week and are subject to change.
8. All applicable taxes **not** included.

TOTAL PRICE

\$ 75,322

By signing this document, NECC agrees to the above statement of work and the terms and conditions.

Customer Signature

Print Name

Date

STEERING COMMITTEE FEEDBACK FORM

Team Name: Dynamic Signage

Date: February 15, 2013

Sponsors: David Gingerella

Team Leaders: Maggie Lucey and Linda Hudson *Team Scribe:* Jeff Bickford

Recommendation	Support? Y or N
Creation of Implementation Team - Representatives from Marketing and Communications, Student Engagement, IT, Public Safety and Maintenance	_____
Short-term Solution - Deploy 10 signs through the different locations	_____
Long-term Solution - Mix of non-interactive and interactive displays installed throughout the College at different locations.	_____
Chosen Vendor - Four Winds Interactive	_____
Recommended Monthly Plan - FWi's monthly plan with recurring annual cost of \$10,489.20	_____

Steering Committee Notes:

Team Feedback Meeting Date: _____