

Questions and Answers for Visitor Center Video 753-11-001JEB

Question #1: Total of 6 copies of proposal includes (1) original and 5 copies or (1) original and 6 copies?

Answer: 1 original and 5 copies

Question #2: Samples - should they all be contained on one disk or are several ok? Is there a maximum length of samples required?

Answer: Samples can be either all on one disk or spread between several. There is no length minimum or maximum for sample.

Question #3: Main program plays off Blu-Ray DVD player - 4 other streams (digital signage) play off Blu Ray also or MPEG servers?

Answer: The 4 streams will play off of a regular format DVD and MPEG servers. We ask that compatible versions of both be provided.

Question #4: The main video must play on the 9 screens as a single stream, not multiple players or streams?

Answer: The Video Screens are daisy chained together to form one large screen/stream played from a single Blu-ray player. The video plays as one single stream. We would like to give the illusion of switching between multiple streams and back to single stream through "movie magic."

Question #5: Configuration of 9 screen wall cannot be changed?

Answer: The configuration of the 9 screen wall will not/cannot be changed.

Question #6: Can you provide dimensions of wall and monitors?

Answer: The 9 screen wall is comprised of 9 Sharp LCD Monitor – Model #PNV-601(screen info below) with a dimension of 89" high x 157.75" wide.

Screen Size Class	60" Class (60" Diagonal)
Bezel Width	2.4 mm right and bottom (approx 3/32"); 4.1 mm left and top (approx 5/32"). Bezel width between neighboring monitors in multi-screen display: 6.5 mm (approx 1/4"). (Total non-display area for neighboring monitors: 7.1 mm, approx 9/32")
Native Display Resolution	1366 x 768
Maximum Brightness (average)	700 cd/m ²
Landscape and Portrait Mode Operation	Yes
Certified for 24/7 Continuous Operation	Yes
Fanless Architecture	No
Audio	10W + 10W Stereo Amplifier (for use with external speakers)
LCD Type	ASV LCD
Number of Colors (approx.)	16.77 Million
Contrast Ratio	2400:1
Aspect Ratio	16:9
Viewing Angle (H/V)	176° H x 176° V (CR≥10)
Active Screen Area (approx.)	52-5/16" (W) x 29-7/16 (H) 1328.8 mm (W) x 747.1mm (H)
Frame Rate	60 Hz
Pixel Pitch	0.97275 (H/V)
Video System	NTSC (3.58 MHz; 4.43 MHz), PAL, PAL60, SECAM
Computer Input - Video	Analog RGB (0.7 Vp-p) [75-ohm], Digital (conforms to DVI 1.0 standards)
Computer Input - Synchronization	Horizontal / Vertical separation (TTL: positive/negative), Sync on green, composite sync (TTL: positive/negative)
Computer Input - Plug & Play	VESA DDC2B
Power Management	VESA DPMS, DVI DMPM
Response Time	6 ms (gray to gray, avg)

Question #7: Is the Visitor Center presentation and the mail out DVD one and the same or can we provide 2 different versions - one that is more appropriate to play as a single screen DVD and that is designed to play on the 9 screen wall (even as a single stream)? Item #9 says "Proof/Review presentation is required of the auditorium version and the single screen version for distribution" - would indicate 2 different versions, but wanted to confirm.

Answer: Ideally we would like two different versions; a video wall version in Blu-ray format designed for play on the 9 screen wall and a version in regular DVD format designed to play on a single screen. Additional deliverables would be 4 looped videos that display "b-roll" footage of university life and campus. See answer to question # 3 as to format of 4 looped videos.

Question #8: Contingencies: for future changes to VO & script and or other content - would that include possible shoots? Are these additional items outside the grand total? Can they just be priced by the day or by the hour or do you need a total? If a total is required, can you quantify the contingencies in any way (if applicable?)

Answer: The contingencies are over and above the grand total of the initial project. We would like for each bid to contain edit/update options that the Visitor Center would be able to exercise should an edit be needed over a 24 month period after the initial video project has been completed. In other words, contingencies are for post production changes to voiceover script and/or other content in the 24 months following the final video product.

Question #9: Spanish is sub-captions only - not voice?

Answer: Please quote the following separate options to be chosen by the Visitor Center after the winning bid has been awarded:

- Spanish & English voiceover with Spanish & English captions
 - English voiceover with Spanish & English captions
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Question #10: If we provide a separate mail out version with Spanish/English, does the Visitor Center version require it as well?

Answer: Yes, both versions, per the answer to question # 7, will require Spanish & English versions. Please make quote options to correspond to quotes requested in the answer to question # 9.

Question #11: The specification 5.1 says all new footage must be shot on new, unopened recording media and turned over to SHSU at the end of the project. Would shooting to memory cards and then transferring over to new, unused GRAID at end of entire project fulfill this requirement or are you requiring any specific type of recording media?

Answer: Memory cards/digital footage transferred to the Visitor Center G-RAID would fulfill this requirement.

Question #12: Proposal is Due Dec. 13th; delivery of proof/review is due Feb. 1st - by what day will the project be rewarded?

Answer: The project will be awarded the week of December 19.

Question #13: Filming 2-4 days Mon. Thurs. Depending on project award date, the video would need to be shot sometime either end of Dec. or beginning of Jan. - when does the semester end and start?

Answer: The Fall Semester Ends on December 16, 2011
The Spring Semester starts on January 18, 2012

Question #14: Will there be classes/activities/sports going on during this time frame? If so, can you specify anything in particular?

Answer: Starting January 18, 2012 the following events will take place.
Day time classes begin and student activities will be hosting several events.
Sporting Events - please see our athletics website www.gobearkats.com .

Question #15: Can you specify any new shooting needs? (buildings, additions, specific events at that time, new testimonials, new message from President or others?)

Answer: At this time we do not have any specific shooting needs. We are open to the vision of the winning bidder. We reserve the right to request certain shots after the award is made.

Question #16: Is an Autumn/Winter look on the new footage desired, not desired or no opinion?

Answer: No opinion

Question #17: Who will be providing direction for any necessary script changes? I presume Mr. Lockwood? Would SHSU Marketing or other departments be involved?

Answer: The main direction will come from Clint Lockwood in conjunction with SHSU Marketing.

Question #18: Would you like our proposal to include any treatment or creative brief?

Answer: Yes

Question #19: Are there any new mandatory video that we should anticipate in the 2-4 days of production?

Answer: Please see the answer to question # 15

Question #20: Can you provide any new information that came out of the bidders conference?

Answer: There is no new information other than what is in these questions

Question #21: Should the total cost in the Execution of Offer include the post production contingency options?

Answer: Please see the answer to question # 8

Question #22: B-1e states that each proposal should be placed in a separate envelope, box or container...Does this mean each of the six proposals need to be in six separate envelopes, boxes, or containers and mailed separately?

Answer: The proposals can all be shipped in one box but packaged individually within the shipping box.

Question #23: The RFP specifically 14.1 on page 12 indicates that one sample of previous work, in progress needs to be submitted. Can we submit one DVD with several different types of work varying in length but relate to this project? Does the sample have to be from work that is currently in progress or can it be a completed project?

Answer: SHSU would prefer completed projects. It can be one DVD with several different types of work.

Question #24: The document clearly states that the script for the video is to be provided by the producer. I noticed that in the current recruitment video there is a theme or a "catch phrase" that was used. In the new video, is this something that SHSU would provide or is it up to the producer to come up with a new them or slogan? Is the marketing angle a collaborative effort between the production team and SHSU or is the angle a part of the pitch as well? Would SHSU also provide main selling points that need to be conveyed and/ or facts regarding the history and statistics of the university?

Answer: A "catch phrase" or theme will be a collaborative effort between the production team and SHSU. SHSU will provide main selling points and/or facts throughout the collaboration with the production team in the script writing/reworking process.

Question #25: According to my billing practices at, we bill in 2 phases: a deposit up front at the start of the project: no less than 25% and no more than 50% of the total due, and the remainder due upon delivery of the final product. The deposit ensures that up front costs are covered and also serves as a good faith/ non refundable payment for services. Is this a problem for the project?

Answer: You can put this into your proposal and it will be evaluated.

Question #26: On page 11 of the Request For Proposal (item 10) it states that the producer will be available for edits and/ or changes to be made to the video for 24 months after delivery. Is this cost, should it be needed, built in to the original bid or would it be billed to SHSU after delivery for any post production services needed? If so, should I specify a pre-determined hourly rate for post production edits/ changes in my bid? This is tricky as changes may or may not needed. While I would hate to charge for changes that won't happen, a rate needs to be made clear and I have to ensure that I don't get caught up in compiled hours of work after a final product is signed off on and delivered with no charge to SHSU.

Answer: Please see the answer to question #8

Question #27: On page 9 of the Request For Proposal, (section C-2) the weighted values states that 25% of the criteria will be based upon samples of work. While I have done promotional videos, I have not done a project of the 10-15 minute length. I have maintained a working relationship with SHSU for the last year and a half and am currently producing TV spots for the athletic department. I have done other

promotional pieces of a shorter length and have a reel of work. Would these other samples suffice for the bid?

Answer: Any samples that give SHSU a feel of the quality of work that the production company is capable of producing are fine.

Question #28: Is there a place online or otherwise that I can view the current recruitment video that we viewed today? I would like to make further notes for my pre-production notes and be able to use it as a reference for my videographers and production assistants.

Answer: The video is at the following link
<http://www.youtube.com/watch?v=GVQBgT3aAsU&feature=youtu.be>

Question #29: Could you clarify the final deliverables? It appears as if there are 5 videos to be delivered. Are the four videos for use in the atrium to be displayed simultaneously, meaning that there is an opportunity to coordinate them to see one large viewing area and then break out into four smaller areas, and/or back again?

Answer: Deliverables will be:

- One Video wall, multiple screen version Blu-ray, presentation & One single screen regular DVD, presentation & 4 atrium/looped videos - See answer to question #4 & #7
- The 4 atrium videos are individual displays and do not have the capability to coordinate into one large screen and/or back again. See answer to question #3 for format required of atrium/looped video.

Question #30: Could you clarify the format the footage "on hand" in section D-2 3.2 refers to? How would this older footage be delivered? What tape format is it on, or what is the digital format (i.e. mov, wmv, etc.)?

Answer: Footage on G-RAID is in either .mov or editing format for Final Cut software.

Question #31: In section D-2 9, is the student DVD a standard DVD or a Blu Ray that is handed out? Who would coordinate the replication of the DVDs or Blu Rays? This would indicate a sixth final deliverable, correct?

Answer:

- The student DVD/handout is to be a standard DVD.

- SHSU will handle reproduction of the DVD single screen version of the presentation/video.
- See answer to question #29 as to deliverables.