Digital Signage Proposal
Prepared For:

Presented by:  

Sales Rep
Dear Potential Customer:

CDS Office Technologies sincerely appreciates the opportunity to present our solution for your Digital Signage needs. As you may know, CDS is a locally based technology firm celebrating its 40th year in providing IT solutions to numerous firms throughout the Midwest.

We certainly value long-term business partnerships and appreciate the opportunity to build that relationship with the introduction of this new technology solution.

**Our Mission**

CDS Office Technologies is committed to total customer satisfaction. We deliver best-of-breed technology solutions designed to assist our clients in building, expanding, and optimizing their IT environment. Our goal is to provide these solutions in the most cost-effective manner possible, while providing the highest quality products in the industry.

**Our Goal**

Meeting and exceeding your expectations is how we measure customer satisfaction. Our goal is to continue as your office technology solution provider.

We look forward to working with your firm to implement a digital signage system and are committed to providing you with an affordable and technologically advanced solution. Our support team and systems engineers are dedicated to provide you with all your technology needs as we build our business relationship for years to come.

Thank you again for the opportunity to present this quotation.

Sincerely,

Sales Representative
Digital signage is a network of customizable displays that can be controlled electronically using a computer, allowing content to be changed remotely for the most targeted messaging possible. Digital signage is used for a wide variety of purposes including customer facing and employee facing applications such as advertising, enhancing customer or employee experiences, influencing audience behavior, brand building, entertainment, security, interactive kiosks, creating corporate communities, etc.

Why digital signage?

- **Attention Grabbing** – Getting the attention of your audience is the most important part of any display. With “video-like” digital signage, viewers are not only more likely to notice your dynamic sign but research shows they are more likely to receive the message and act on it.

- **Focused** – Your content dynamically changes to deliver a focused message to your targeted audience at each point of playback (location).

- **Dynamic** – Digital signage can be interactive and dynamically changed to meet the demo graphics of your audience.

- **Cost-Effective** – Eliminating the need to print and distribute static signs each time your message or campaign changes saves on costly printing and distribution fees. Operation can be done in house or outsourced. No heavy logistics. No more hours lost reprinting outdated or erroneous materials.

- **Versatile** – From menu boards, to corporate lobbies, to airports - digital signage offers a versatile solution for you to communicate your message to your audience. Start with one digital sign and later expand to thousands.

- **Centralized** – Control hundreds or thousands of displays around the world from one central location, ensuring quality and consistency, while requiring minimal resources to operate your digital signage network.
Why Scala Digital Signage?

• **Proven** – With field proven scalability and 24/7 reliability and more than 85,000 players deployed world-wide driving hundreds of thousands of screens, Scala software has been proven in all kinds of environments. Scala is used to manage more screens than any other software provider.

• **Cutting-Edge Architecture** – Features including easy upgradeability, broad compatibility, secure database backend, proof of playback reporting, and simplified content delivery – give Scala flexibility, security and ease of use while allowing customization and integration with external devices and/or databases.

• **Fully Customizable/Extensible** – Scala’s script-based infrastructure makes it easy to adapt and connect any Scala network to any other system without programming. Dynamically control any item within a playlist to react independently to local conditions at each playback location.

• **Complete** – Scala offers built-in rapid authoring, web-based content management, data driven templates, supports both interactive (e.g.: touch screens) and non-interactive displays, and both terrestrial and satellite communications, so you can leverage Scala for a diversity of applications.

• **Easy to Manage** – With state-of-the-art web accessible content management, planning and scheduling tools included in Scala, management and control of your network is simplified - minimizing the resources required to control and maintain your network.

• **Scalable** – Over 85,000 Scala players throughout the world are driving hundreds of thousands of screens in networks ranging from one display to thousands of displays, all with the same software platform and the same rich functionality. Talk about scalability!
CDS Office Technologies is pleased to propose the Scala digital signage software solution to create, manage, and distribute electronic content to networks of digital displays that are centrally managed and addressable for targeted information.

The below list provides an overview of the components included in this proposal:

**Designer:**

Scala Designer is the fastest, most cost-effective solution for creating truly dynamic content for digital signage. You can author professional media in an attention-grabbing environment for virtually any type of display by incorporating your existing media files into a Scala Script. Designed for any type of business that faces the public, Scala gives you more creative control of your content with flexibility and real-time edits not offered by a basic video production system.

**Content Manager:**

Managing your digital signage content can be challenging, but with the state-of-the-art content management, planning and scheduling tools included in Scala Content Manager, management and control of your network is both improved and simplified - reducing the resources required to control and maintain your network. Template support, plan-based content distribution, timetables, and playlists - keep you in control of your network from wherever you are located, from any Internet-connected computer.

**Player:**

Scala Player provides stable, reliable multimedia playback for virtually any environment including healthcare, service organizations, retail, government, finance, and education. Users can create content using Designer or other industry-standard applications, and distribute it to Scala Players using Content Manager (and Broadcast Server for satellite/multicast). The Player will continuously run and update the content on dynamic signage displays according to the plan set in place from the Content Manager. Plasmas, TV’s, kiosks, text, graphics, sound, and video can be dynamically scheduled and customized at each Player location.

**Screen:**

Enjoy feature-rich affordability with the 32" NEC E321, a value-driven, large-screen LCD display that delivers professional screen performance. Boasting an impressive 1366 x 768 HD resolution, built-in analog/digital tuner and a broad range of inputs and display controls, this display delivers stunning visual impact for environments such as office lobbies, waiting rooms and boardrooms. (Dimensions: W 31” H 20” D 4”)
The features and benefits of the Digital Signage solution presented by CDS Office Technologies include:

- Feature & Benefit 1
- 2
- 3
- 4
- 5
STATEMENT OF WORK

Customer Name: Customer Name  Project/Work Order No: TBD

Upon acceptance by both parties as listed herein, this Statement of Work (SOW) shall become part of the binding agreement between CDS Office Technologies and Customer Name.

1. Scope of Work:

CDS will perform the following tasks:

**Deliverables:**

**Hardware to be installed consists of:**
Qty 1 – Player  
Qty 1 – HDMI Cable  
*Estimate X-X hours against the Block of Time contract for installation*

Qty 1 – 32" NEC E321 LCD Display  
*To be installed by a Certified Installer and cost estimates to be determined*

(As noted, some installation tasks will be performed by certified installers or third party sub-contractors.)

**Software to be installed consists of:**
QA 1 – Designer Software  
QA 1 – Content Manager  
QA 1 – Player License (Does not require annual license fees or maintenance)

**Service to be provided consists of:**

Digital Signage System Install Bundle includes:
QA 1 – Train one staff member of Customer Name on the operation of the Scala software  
*Estimate X to XX hours against the Block of Time contract*  
QA XX hours -Block of Time for installation and training

**Implementation Services:**

- Customer will detail to CDS the installation schedule once the hardware has been received and customer has scheduled training.  
- CDS will be provided access for system configuration and testing.
CDS field engineers will install the above listed equipment and provide ongoing support for the Scala software and hardware environment with remaining hours on the 14 Hour Block of Time.

**Scope Limitations:**
- CDS is not responsible for conflicts with existing software or network permissions conflicts, as configured by customer network and active directory.

**Customer Responsibilities:**
- Customer commits to provide all resources necessary to successfully complete the engagement in a timely manner. CDS requests employees of Customer Name associated with the project become involved in the management of the described system and available during the time of the installation and training. Project delays caused as a result of customer availability are not the responsibility of CDS and may cause additional costs to be incurred.
- Customer will provide administrative access to onsite engineers to all servers and workstations as required by the implementation tasks.

**Communications Plan:**
- Both parties will designate primary points of contact to ensure that communications between CDS and the customer are timely and effective.
- The primary Point of Contact at CDS for communications regarding project status is Fred Bascom, 217-528-8936 Ext. 1067.
- CDS Field Engineer is Scott Brown, Ext. 1071
- CDS Scala Trainer is Michelle Hastings, Ext. 1037

**Project Assumptions/Timeline:**
- Project Assumptions include:
  - Hardware delivery and installation in a timely manner.
  - Field Engineer and Scala Trainer availability as requested.

2. **Location of Work:**
- All work will be performed at the Customer Name location in City, IL.

3. **Period of Performance:**
- All work will be completed during regular business hours, Monday through Friday, 8:00 am to 5:00 pm local central time, excluding CDS observed holidays or during “off hours” that are mutually agreeable to both the customer and CDS.
- Tasks not specifically identified in the SOW or subsequent addendums incorporated herein and not signed by both parties will be excluded from this SOW.

4. **Deliverables Schedule:**
- Estimated Hardware Delivery – [to be determined]
- Estimated Project Completion and Acceptance – [to be determined]
5. Acceptance Criteria:
   o Project shall be deemed complete when video player and TV screen are installed and all requested personnel are trained on the proper use of the system.
   
   o From the date the deliverable is completed by CDS, the customer shall five (5) business days to accept or reject the deliverable in writing. Any deliverable for which CDS does not receive written notice of either acceptance or rejection within the applicable timeframe shall be deemed accepted.

6. Fees:
   o CDS will provide the goods/services described in the Scope of Work for the amount of $0,000.00
   
   o Deliverable Payment Schedule:
      o Phase I – Delivery of hardware/software  Fee Due 50%  Amount: $0,000
         o Payment Due upon receipt of invoice for hardware delivery
      
      o Phase II – Go-Live/activation of system  Fee Due 50%  Amount: $0,000
         o Final Balance Due upon receipt of invoice at Project Completion

7. Expense Reimbursement:
   o All travel expenses have been included in the fees specified above.

8. Changes to Scope of Work:
   o Changes to the Scope of Work defined herein will be considered change requests and will not be incorporated into this SOW until signed by both parties and may result in modifications to the schedule and/or associated costs/fees.

9. Acceptance and Authorization:
   This Statement of Work (SOW) is entered into by and between CDS Office Technologies and Customer Name and is subject to acceptance between both parties.

   IN WITNESS WHEREOF, the parties hereto each acting with proper authority have executed this Statement of Work, on the dates set forth below.

<table>
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