

City of Fort Pierce, FL

EXPRESSION OF INTEREST



swagit
always connected

**CREATE, HOST, AND DELIVER BROADCAST
LIVE OR ON-DEMAND AUDIO/VIDEO CONTENT**

November 2014

Swagit Productions, LLC
850 Central Pkwy E., Suite 100
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November 4, 2014

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Marjorie,

Swagit Productions, LLC, would first like to thank you for your time and the opportunity to earn your business. In an overpriced, complicated and hands-on video industry, Swagit has created an affordable, simple and **hands-free** solution that offers the most current advancements in video streaming technology.

Swagit's primary goal is to bring governments an easy solution and provide improved transparency to your constituents without the additional workload. A company that first specialized in turnaround streams for television stations and newspapers, Swagit has grown significantly to a diverse client list that consists of a variety of government entities including: cities, counties, states, school districts, newspapers, television stations, etc.

Below is a list of some of the unique advantages of our EASE™ solution.

- Completely **hands-free** recording, uploading and archiving
- Indexing and time-stamping
- 24/7 Support and Customer Service
- An open API, which allows for seamless integration with any agenda management software
- No training needed
- Unlimited storage
- 98.99% uptime
- Latest software upgrades, no upgrade fees
- Captioning support and integration

Below is a list of some of the unique advantages of our Cosmos solution.

- Ability for internal staff to operate locally
- Optional complete **hands-free** operation
- No training needed on production outsourced to Swagit
- 2-4+ robotic cameras, available in SD or HD
- Detailed direct camera positioning (pan, tilt, zoom, focus, etc.)
- Pro Video Switcher that utilizes the 'wipe' function from the camera control GU
- 98.99% uptime
- Remote switching capabilities

Sincerely,

David Owusu
Director of Streaming Media
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EXECUTIVE SUMMARY / COMPANY HISTORY

Swagit Productions, LLC is a privately held company headquartered in Plano, Texas. Founded in 2003, Swagit is a progressive company that is pioneering the broadband multimedia communication service industry by providing clients a **hands-free** approach to always being connected to end-users' information needs. In combining Swagit's EASE™ and Cosmos™ solutions, clients are offered the most comprehensive **hands-free** experience possible.

Swagit specializes in providing streaming media solutions to cities, counties, states and school districts. Furthermore, Swagit is a complete video production entity: including services such as post-production, studio and recording booth sessions.

Swagit began with a mission to supply clients an affordable solution to stream their own content in an overpriced, complicated, hands-on video industry. What began as a company that specialized in turnaround streams for cities, counties, states and school districts, Swagit has grown significantly and provides an open API which allows for integrations with all Agenda/Document Management Solutions. This lets our clients choose the 'best of breed' Agenda Management Solution for their unique needs.



With Swagit's EASE™ streaming video solution, clients are able to stream their public content live and on-demand through the jurisdiction's website. HTML5 compatibility makes getting to the content even easier and more convenient as viewers are able to access all of the video content via their computer, smart phone or tablet. Archived meetings are indexed and broken up into clips per each agenda item for a greater end-user experience.

Cosmos™ is Swagit's broadcast solution comprised of two to four cameras and pro-video switching equipment that allows either Swagit engineers to control the cameras remotely or on-site camera control by government staff. It is the Cosmos™ solution combined with EASE™ that allows for clients to be able to outsource all of the production and video streaming/indexing to Swagit Productions, LLC for a completely end-to-end, **hands-free** solution.

The Swagit network stretches across North America guaranteeing that you and your constituents are always connected. Our network insures fast connect times from the closest point-of-presence (POP) to an end-user's location. In addition, Swagit's network is fully redundant giving clients the peace of mind of redundancy and keeping with the Swagit motto of "Always Connected."

POINTS OF DIFFERENCE

- Swagit's EASE™ solution is a completely **hands-free** and requires no staff time or resources
- Larger video with Swagit's solution (up to 70% larger) and FLASH video format, the most commonly viewed format on the web. Swagit also utilizes HTML5 for streaming to mobile devices such as the iPhone and iPad.
- Swagit's open API allows integrations with any agenda management solution
- Swagit is the only government streaming provider that has developed its own content delivery network, ensuring quick and reliable connections for your constituents
- Unlimited storage for Specialty content
- Swagit's unique **hands-free** solution typically qualifies as a sole sourced solution allowing for quick deployments
- **100% Client Retention**

EASE™ – Extensible Automated Streaming Engine

The Extensible Automated Streaming Engine (EASE™) is a software framework comprised of foundation and extension modules that work together to automate many otherwise manually intensive tasks. This completely hands-off solution meets the current and future needs of your entity without creating any additional work for the city's clerks or webmasters.

- **Video Capture and Encoding**

EASE™ Encoder records content according to your broadcast schedule and transfer the recorded audio/video to the Swagit Content Network via a secure Virtual Private Network (VPN) connection, making it available for live and/or on-demand streaming.

- **Indexing and Cross Linking**

Using your published meeting agendas as a guide, Swagit's Managed Service Division (SMSD) indexes the meetings without any work from the city. SMSD will annotate your content by adding jump-to points with specific item headings, giving users the greatest flexibility to find the specific content they need. With these jump-to points, users can step through video by searching for or clicking specific items.

- **Agenda Management Integration**

If meeting packets or other related information is available online, SMSD will link them directly to the video player for easy access.

Swagit's EASE™ solution integrates with all Document/Agenda Management solutions.

- **Archiving**

Client audio/video can be stored securely on the Swagit Content Network indefinitely. Fault tolerance and high availability is assured through replication of audio/video content to multiple, geographically redundant, Storage Area Networks (SAN). Our standard packages include 80GB of storage, enough for approximately three full years of city council meetings.

- **Presentation**

By navigating through the video library, users can view a list of meetings chronologically and once in a selected meeting you can unleash the power of the jump-to markers to search for specific points within individual audio/video clips.

- **Delivery**

In order to deliver on-demand content to end users in a format that is native to their computer's operating system, Swagit can deliver content in all major streaming video formats: Flash, Windows Media, QuickTime and Real. Swagit is proud to support Flash as its default format, which has proven itself as the format of choice from such vendors as YouTube, Google Video, ABC and NBC/Universal.

Currently, Flash has a 99% ubiquity rate amongst all the platforms. Swagit can provide Windows Media format (70% ubiquity) however, using Windows Media format may exclude Apple users.*

EASE™ – Extensible Automated Streaming Engine

Swagit also streams in HTML5 providing content to mobile devices such as the iPhone, iPad and other mobile devices.



- **Monitoring**

Swagit is monitoring all aspects of the Swagit Content Network to ensure its health and availability. This monitoring extends to cover remote Swagit EASE™ Encoders deployed on client premises. In the rare event of trouble our engineers are promptly notified so that they may dispatch a swift response in accordance with our support procedures.

- **Statistics**

Swagit collates log files from our streaming servers monthly and processes them with the industry recognized Google Analytics. Google Analytics generates reports ranging from high-level, executive overviews to in depth quality of service statistics. These reports help to highlight growth trends and identify popular content.

- **Support**

Beyond our proactive monitoring and response, Swagit offers ongoing, 24/7 technical support for any issues our clients may encounter. While our choice of quality hardware vendors and a thorough pre-installation testing phase go a long way toward ensuring trouble free operation of our EASE™ Encoders, we do recognize that occasionally unforeseen issues arise. In the event that our engineers detect a fault, they will work to diagnose the issue. If necessary, next business day replacement of parts will be completed. Swagit offers continual software updates and feature enhancements to our services and products for the life of your managed services contract.

EASE™ – Extensible Automated Streaming Engine

AT&T U-verse® Integration

Many Public Access, Educational and Government (PEG) channels now have the opportunity to reach a new group of broadcast subscribers via AT&T U-verse® TV service. To reach these subscribers, U-verse® requires a 480x480 pixel Windows Media VC-1 stream at 1.25Mbs. Our EASE™ encoder is not only capable of creating a live U-verse® compatible stream, but it can also simultaneously encode a video stream, of your choosing (i.e. Flash, Windows Media, QuickTime, Real, etc.), for Internet distribution.

AT&T U-verse® and Swagit Productions, LLC both have headquarters located within the Dallas, Texas area. This allows the two companies to work together seamlessly for the betterment of government transparency. The partnership combined with Swagit's 'hands-free' streaming solutions, helps increase accessibility of government programming. Additionally, adding another form of distribution for content using a single solution not only saves money, but also makes things easy.

The City of Allen was able to deploy their content to AT&T U-verse® TV by leveraging their existing partnership with Swagit. "We have been using Swagit for on-line video on-demand since 2004 and have been very happy not only with the integrity of the product, but also with the quality of customer service," said ACTV Executive Producer Mark Kaufmann. "With the recent addition of Live streaming services, the opportunity opened to connect to AT&T's U-verse® TV network. We knew it was the right decision as we are constantly trying to find creative, cost-effective ways to reach more viewers."



PRICING – EASE™ Up-Front Costs (Phase One)

Swagit's EASE™ encoders offer broadcasters and other administrators the ability to stream live events to cable television providers (i.e. AT&T U-verse®), over the Internet through a high speed connection, or to mobile devices such as iPhones, iPads or Androids. Furthermore, the unit can record and archive all media for on-demand viewing as well.

Item Description	Type	Costs (Up-Front)
Premium Encoder- Hardware/Software/Provisioning (AT&T U-verse® Compatible)	1U Server	\$ 8,125.00
<ul style="list-style-type: none"> EASE™ "Premium" Encoding Unit includes software Installation, system burn-In, RAID 1 and Redundant Power, rack rails included Software Licenses (Flash Media, HTML5, Microsoft OS) Osprey Capture Card with Simulstream and DirectShow® API (client credit) 		-\$ 1,525.10
EASE™ HD Remote Video Indexing Kit (Includes Scheduler)	Software	\$ 2,075.00
Branded Video Library, Media Player and Agenda Quick Integration	Setup	Current Client
Remote Network Installation (Typically 3 hours)	Setup	\$ 360.00

Total Upfront Cost	
Premium - Hardware/Software/Provisioning (AT&T U-verse® Compatible) + Osprey	\$ 9,034.90

* Price and hardware model are subject to change after 60 days without prior notice.



COSMOS™ – Broadcast System

Built upon years of industry experience, Cosmos™ is a complete package of cameras and pro video-switching equipment that enables any client to fully outsource the production and operation of a multiple camera broadcast system to Swagit.

During the meetings or events, Swagit personnel will operate the Cosmos™ system remotely from their facility in Plano, Texas. The Cosmos™ system enables Swagit to control and switch from camera to camera depending on events taking place. When bundled with Swagit EASE™, Cosmos™ can offer a full end-to-end “hands-free” solution that requires no client staff involvement for the operation, broadcast and streaming of an event or meeting content.



Cosmos™ enables detailed direct camera positioning (pan, tilt, zoom, focus, and more), preset-positions, and video settings (white balance, backlight, brightness) for the robotic cameras. Additionally, Cosmos™ communicates with the switcher to allow direct operation of the 'wipe' function from the camera control GUI. With this powerful package you or Swagit can control all your cameras individually and switch video sources on a video switcher locally or remotely. Cosmos™ is an invaluable integration of camera-control with switcher operations for use with live production setups like city chambers, churches, meeting rooms, and more.

Cosmos™ includes 2-4+ robotic (computer-controllable pan/tilt/zoom) cameras and you can choose from two main types: either single-chip (Sony EVI-D70) or 3-chip (Sony BRC-300) depending on your needs and budget. These popular Sony robotic cameras have excellent video quality and performance. The EVI-D70 and BRC-300 has the ability for panning through wide angles of motion, tilting through large ranges with superb optical zoom, and dual video output of Y/C and composite. They also support both RS232 and RS422 (long distance over 1000 meters) control signals. In addition the EVI-D70 cameras can be mounted either 'up' or 'hanging upside down' for your convenience (they have built-in reversal of the picture and left/right/up/down motion controls).

COSMOS™ – Diagram



COSMOS™ – Case Studies

Cosmos™ Case Study 1: Addison, Texas

Addison's unique solution for a challenging problem was Cosmos™. Addison faced three key problems; 1) the town did not have the staff resources to operate broadcasting and streaming equipment, 2) the town doesn't have a PEG or any other broadcasting station, and 3) the town wanted a complete hands-free end-to-end solution for displaying town meetings online.

Swagit's solution for the town provides complete hands-free remote operation of a multiple camera broadcast system, including a video switcher and audio mixer. In addition to the remote broadcast system (Cosmos™) and with the inclusion of Swagit's Extensible Automated Streaming Engine (EASE™), Swagit is able to control, broadcast and stream town meetings without the need for any Addison staff. It is all done from Swagit's headquarters in Plano, Texas.

Addison citizens expect the best and latest technology on their town's website. Adding the on-demand feature will improve citizens' accessibility to videos of town council and planning commission meetings and improve access to agenda information for these public meetings.

Cosmos™ Case Study 2: Richardson, Texas

The City of Richardson began live broadcasting of City Council meetings and work sessions as part of a wide-ranging transparency in government initiative that is included in the City Council's 2009-2011 Statement of Goals. The live broadcast is available to Time Warner Cable subscribers on channel 16 and streamed on the City's Web site, www.cor.net.

The City contracted with Swagit Productions, LLC as the video streaming service provider according to Richardson's Chief Information Officer Steve Graves. "We have installed two wall-mounted cameras in the City Council Chamber and the work session room," Graves said. "During the meetings, Swagit personnel will operate them remotely from their facility and can zoom in and switch from camera to camera depending on who is speaking. The broadcast signal goes through a switch that sends it to Swagit and also to our cable television channel."

Graves explained that the live Web cast is routed through a City computer server and is recorded as it is being sent to Swagit. "If for some reason the live Internet connection is lost, we have a saved copy that can be posted on our site," he said.

Testimonial from City of Richardson, TX: (<http://richardson.tx.swagit.com/play/09222009-48/0/>)

As a work session or Council meeting is streaming live on the Web, Swagit employees tag each agenda item. At the conclusion of the meeting, they create an index on the City's Web site and visitors can choose to view individual agenda items rather than watch the entire video. Council and work session meetings will be archived on the site for up to two years. The City's cable channel 16 will replay taped broadcasts.

PRICING – Cosmos™ Up-Front Costs (Phase One Cont.)

QTY	Item Description	Costs
4	Sony EVI-H100S HD PTZ Camera (full 1080/20 HD resolution with a 1/2.8-type Exmor CMOS sensor) *	
4	Wall Camera Mounts	
5	Sony- EVI DS-Cable- to daisy chain cameras	
1	Video + Audio extender via CAT5	
1	OptiPlex 7010 - 4GB, NON-ECC, 1600MHZ DDR3, i3-3240 Processor (3.40GHz, 3MB)	
1	Sony MCS-8M – Multi-format switcher with a built-in audio mixer and frame synchronizer	
1	VP-445 HD-SDI DA	
1	Mini Converter Audio to SDI	
1	Mini Converter to SDI Distribution	
2	Osprey 820e	
1	Cosmos HD-SDI Software	
1	APC UPS Remote Power Switch and Management (including: APC Battery Backup)	
2	HD Baluns	
2	Kramer VS-211HDXL Converters	
1	All Cable, connectors and hardware necessary for installation	
1	Labor required to install, hook-up and provisioning	
1	CG Chyron for Video Graphics/Titles	
Total Costs for System and Installation **:		\$ 52,833.08

* Different camera types are available with different horizontal resolution – D90, BRC-300, and H100S, Z700

** There may be additional installation costs incurred based on the building/fire code for the jurisdiction, any unknown cabling requirements or impediments to the installation such as fire walls, lack of a drop ceiling, conduit requirements, etc., along with other accessibility issues. For final installation costs we would need to engage in further discussions, receive a detailed site plan of rooms involved along with pictures or possibly conduct a physical site visit.

Cameras can be controlled locally by the client or remotely by Swagit's staff.

View how everything comes together: [Richardson Streaming Solution](#)

PRICING – EASE™ Managed Services (Phase One Cont.)

Swagit's Extensible Automated Streaming Engine (EASE™) solution meets all current and future needs for government **without** creating any additional work for staff. EASE™ is a hands-free tool that eliminates the need for client staff members to spend time on indexing, editing or time-stamping video content. Each EASE™ package includes *On-demand* archiving, a 24/7 LIVE Stream via Internet and PEG, video podcasting through iTunes, streaming to Apple devices (ex: iPad & iPhone) and up to 120 hours of additional specialty content each year. Client also has the ability to upload media via FTP as an option if live streaming is not applicable.

Service Description		Costs (Monthly)
Current Package	(EASE™) Up to 50 indexed meetings a year	\$ 750.00
New Package	(Cosmos / EASE™) Up to 100 indexed meetings a year with remote switching *	\$ 1,750.00

Closed Captioning can be added to any package

How it all comes together: ([Swagit EASE](#))

(OPTIONAL) Services/Upgrades – Individual Pricing	Costs
PEG PSAs	\$ 225.00/month
AT&T U-verse® Service (If not bundled with other offers)	Call for Quote
Migration per additional year (If beyond 12 month window)	\$ 230.00/year
Programming, Development or Design Implementation	\$ 120.00/hour
Closed Captioning Services (If not bundled) **	Call for Quote

We offer a Price Match Guarantee for all "apples-to-apples" services.

* Must have *approved broadcast system(s) and reliable Internet Connection.* (Up to 3hr event)

** Service is priced on per event hour, including any breaks/executive session time, and requires proper closed captioning hardware. Event hour is rounded up to the nearest half hour.

Module – Citizen Engagement APP (Phase Two)

Swagit’s Citizen Engagement Application is helping to improve the reporting and distribution of public information by local government jurisdictions. The Android and iDevice friendly APP allows citizens to actively participate in government on their terms.

The initial purpose of development was to accomplish two things:

1. Compliment existing government services and make them more accessible.
2. Integrate streaming media into the APP to engage citizens at the local level, so they may take advantage of all their community has to offer. Video content of government activities and upcoming events continues to push transparency, while at the same time makes the resident feel a part of what is going on close to home.



Item Description	Type	Costs (Up-Front)
Citizen Engagement APP Deployment	Software	\$ 5,625.00
<ul style="list-style-type: none"> • Stream live and original programming through the App • Branded and Customized for your Station or City • EOC Alerts (press conference push notifications) • Integrate existing communication efforts into the App • Include press releases, billing 		
Annual Software License		\$ 2,988.00

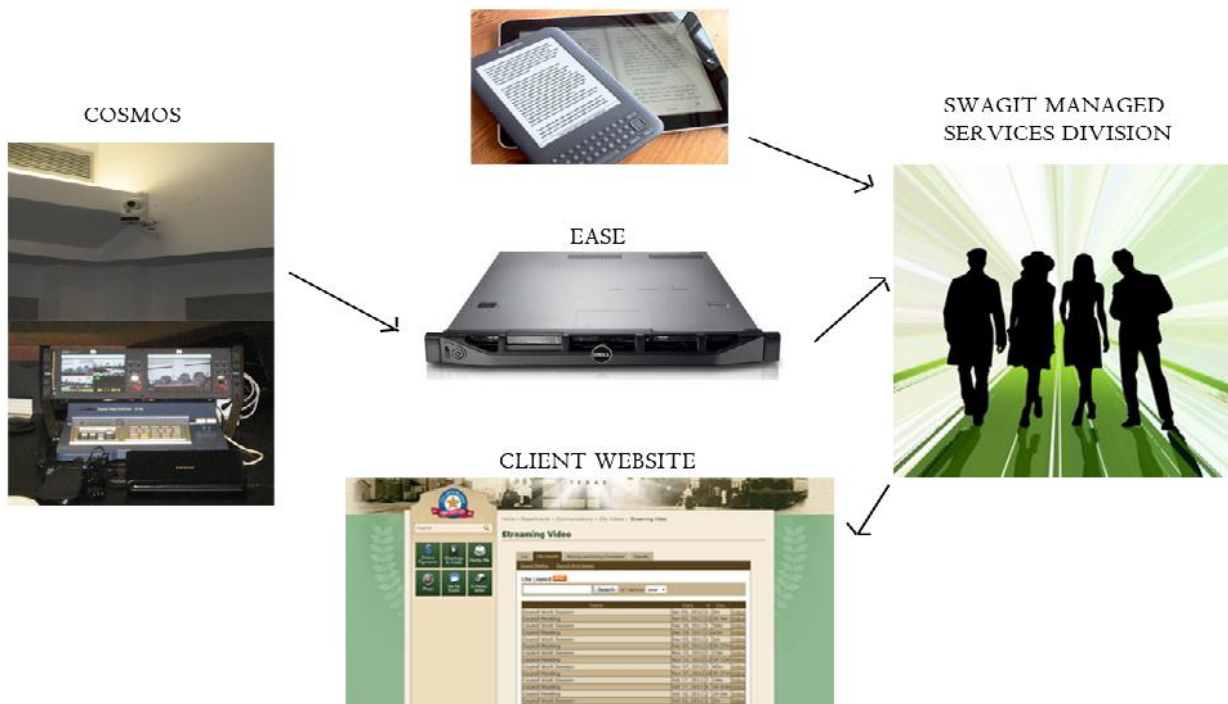
PRICING – Audio Automation (Phase Two Cont.)

Swagit's Extensible Automated Streaming Engine (EASE) solution meets all current and future needs for government **without** creating any additional work for staff. EASE is a hands-free tool that eliminates the need for client staff members to spend time on indexing, editing or time-stamping video content.

Item Description	Type	Costs
Media Conversion, Processing and Digital Hosting	Setup	
<ul style="list-style-type: none"> (EASE – Development Only) Audio Only Automation for Media Hosting Ingestion of Media for EASE Conversion Non-Indexed Content Only Converted Files Hosted Here: http://www.cityoffortpierce.com 		
		Total Costs (One Time)
Total EASE™ Automation Development Fee		\$ 1,680.00

* Pricing is subject to change after 60 days without prior notice.

AGENDA MANAGEMENT SOLUTIONS



How it all comes together: ([Swagit EASE](#))

VoteLynx XLG – Electronic Voting (Phase Three)

VoteLynx is the most powerful end to end solution for managing public meetings in city council chambers, legislatures and boardrooms. It features extensive document management, live video stream management and flexible meeting configurations. VoteLynx easily accommodates user configurable rules, agendas, motion management, and post meeting actions specific to the meeting body workflow. All meeting agendas, actions and minutes are automatically saved in SQL Server and compiled in to Microsoft Word templates and exported in selectable data formats.

- Document Workflow
- Agenda Management
- Electronic Roll Call Voting
- Request to Speak w/ Audio Control
- Audio-Visual Control
- Video Streaming
- Minutes Publication
- Meeting Archive

Functionality

- Enhanced agenda management and meeting management workflows
- SQL based enterprise wide data management
- Publish minutes to Word and web applications
- Integrated Audio Visual Control System
- Request-to-Speak, Discussion Modes with control of microphones
- Optional Document Management System integration
- Video streaming with automated book marking and index points & remote camera control



Request to Speak Control

Next to the items under consideration, audio is the most important meeting element as the participants and audience must clearly hear the deliberations. The VoteLynx Request to Speak system assists a chairperson to conducting orderly meetings. As speakers' names are placed in queue, their names appear on the chair's touch screen. Each speaker will be called in turn as indicated by the touch screen.

- One touch selection of request to speak or discussion modes.
- Single or multiple microphones active at any time.
- Selectable microphone overrides, configurable microphone startup modes.
- Support mix-minus for perfect hearing without feedback.
- High performance gain averaging for even, pristine sound.
- Multiple audio output channels to feed speakers, broadcast, streaming and recording.
- Any number of microphone inputs and audio output channels.



Vote Panels

VoteLynx XLG vote panels are available in either LCD MiniTouch or Graphic User Station configurations. The panels feature Yes, No, Abstain, Make Motion, Second Motion and Request to Speak (RTS)/Mic buttons. RTS/MIC button operates in both discussion and request to speak modes as selected on the VoteLynx system. All panels styles support variations of Yes/No labels, including Yea/Nay.



MiniTouch panels feature a bright colorful LCD touch screen with prompts to aid members during the meeting. LCD MiniTouch vote panels contain an audio annunciator to provide audio beeps when the touch buttons are pressed.

Video Display Unit

The Video Display Unit shows meeting information to the public within the meeting room or to broadcast and streaming video systems. Real time viewable information includes:

- Agenda items
- Member Motions
- Individual Member Votes
- Voting Totals
- Presentation Timer Count
- Real Time Clock
- Logo
- User definable background graphic
- Options for announcements and emergency notification



The VDU-150 outputs a both HDMI digital video up to 1920x1200 pixels, and analog video up to 1600x1200 pixels on a DB15HD connector. Video from the Video Display Unit can be sent to large screen displays and/or video distribution systems for presentation or broadcast.

Presentation Timer Displays

LCD timer display show active timer count from the VoteLynx software or the VoteLynx Controllers. The timer displays give presenters a visual status of how much time they have to speak during the meeting. The timer count also follows the timer count displayed on the VDU series Video Display Units.

The VoteLynx timer displays show the VoteLynx Up/Down presentation timer minutes & seconds count to presenters and audience in the meeting room. Large red, yellow, and green indicators show start, stop and wrap-up cues. Time and indicators are displayed on a vibrant 2.6" LCD display. A selectable audio annunciator is also included to provide a beep tone to indicate end of timer count.

Model TDM-150F is a flush mount unit designed for podium or in-desk mounting and fits into most single gang electrical cutouts. The TDM-150D desktop model sit on a desk or podium with making any cutouts.



PRICING – Votelynx XLG with EASE™ Integration

QTY	Item Description	Price
(7) Mini Touch	VoteLynx XLG Voting & Control System: Includes <ul style="list-style-type: none"> • Three (3) VoteLynx software licenses, • VoteLynx XLG Control Processor with serial ports for AV control • (7) VoteLynx Desktop MiniTouch Vote Stations • VoteLynx VDU-150 Video Display Unit • One (1) 15" LCD Touch Panel Display for System Controller • Voting, minutes & report generation • Interface to Destiny AgendaQuick System • Request to Speak Management • Audio Visual Control Capability • Microphone audio control (may require optional equipment), • Optional bookmark and indexing interface to Video Streaming • Control of optional annunciator and timers, • Includes first year warranty and Platinum Support • Prices do not include computer required to run VoteLynx software 	
1	RTS Touch Panel: 12" touch panel w/request to speak	
1	LCD Timer Display Module: Minutes & seconds timer count	
2	Video Display Unit: Displays agenda items, member motions and votes	
1	VL-EDC Energize Dynamic Control Option	
1	ETP-120 Energize Touch Panel	
1	System Configuration: Install and configure application software, configure operation and graphic layouts of all VoteLynx controllers, displays and touch panels.	
1	On-site system Installation & Materials	
1	On-site system training	
		Total Costs (Up-Front)
Total Voting System Setup with Agenda Integration		\$ 34,591.00
	Vote-Plat-XLG One year renewable support for VoteLynx meeting systems includes email support, phone support and software upgrades. 1 st year included (Year 2+only)	\$ 3,600.00



PRICING – GoMobile Broadcast Station (Phase Four)

Swagit's **GoMobile Broadcast Station** includes pro video-switching equipment and a mobile encoding unit that enables any client to control the operation of a multiple camera/source event, while streaming live and recording media for on-demand playback.

QTY	Item Description	Price
1	Use Existing Tricaster hardware	Existing
1	GoMobile Niagra 4100 Encoder	\$9,865.00
1	Niagara Pro Upgrade SCX	\$1,320.00
1	Annual Software Support and Maintenance for GoMobile Niagra 4100	\$1,295.00
1	Carrying case for switcher, encoder, displays	\$2,638.00
1	Labor required to install, hook-up and provision	\$1,940.00
1	Cosmos Chyron Generator Unit (CG)	\$ 6,110.00



Total Upfront Cost

Total Cost for System & Installation

\$23,168.00

* Although not included, different camera types are available with different horizontal resolution – D-90, BRC-300, Z-700, H100S

Limited one-year manufacturer's warranty on Sony cameras and DataVideo switcher

Module – HD Community Portal (Phase Five)

Have Swagit customize a streaming portal to give your followers a consistent location to see media broadcasting around the clock, including archives of your Board meetings, and events coming up in the future. We can also integrate your preferred social media tools for increased transparency, which will allow end users on the go to always keep in touch with your jurisdiction. (Optional Mobile Version Available)

The image shows a tablet displaying the RyeTV website. The website has a dark theme with a navigation bar at the top. The main content area is divided into several sections: a live stream player, a search bar, social media feeds for Facebook and Twitter, a list of upcoming events, and sections for most popular and most recent videos. Callout boxes with red headers point to specific features on the screen.

- Customized Design**: Fully customized and original design interface matching your branding and imagery.
- Live Streaming Video**: Automatically import playlists, schedules and bulletin-board slide from major broadcast systems including Telvue and Tightrope.
- Most Popular Videos**: Displays your most popular videos based on play count.
- Most Recent Videos**: Displays your most recent videos based on date of upload.
- Search for Videos**: A robust database lets your audience search for past videos.
- Social Media**: Integrate your social media feeds directly into website interface.
- Events Calendar**: Ability to dynamically display your upcoming events calendar.
- Sponsorship**: Increase revenue, or show appreciation for local businesses, with sponsorship ads.

Item Description	Costs
Design and Implementation <ul style="list-style-type: none"> • Branded Design with Client Logo • Social Media Integration (i.e. Facebook, Twitter, Calendars) • Sponsorship Ads • Search Functionality 	\$2,625.00
Monthly Software License/Hosting (Includes 24/7 Live Stream)	\$350.00

PEG PSAs – Video Post-Production (Phase Five Cont.)

PEG PSAs from Swagit are multimedia projects composed of video clips, photographs, animations, music and/or professional voice-over narrations. The finished media allows PEG Operators to update their local community with events happening around town, informs residents of municipal meetings and schedules, as well as potentially alert the area with information about emergencies.

- **Submitting a Request**

When you have gathered all of your materials and are ready to upload them to Swagit, please have the PEG PSA Request Form completed, along with voice over narration copy (if applicable). There is a 10 day lead time for PEG PSAs. Submission to production requires all necessary materials and will not be processed until all those materials have been received. Once your PEG PSA has been created, a representative will contact you for approval. Once approved, the final version will be in your media archive with download and/or posting options.

- **Archive Allotment and Total Running Times (TRT)**

The number of PEG PSAs that you can have created yearly is stipulated in your agreement with Swagit. Our base package includes up to 120 PEG PSAs each year. Additional projects can be produced for a fee. (See Production Rate Card). Each PEG PSA can be created to incorporate several items. The number of elements submitted and the length of the voice-over narration will determine the length. However, the maximum length for any one project is 150 seconds in duration. Any project over that length will need to be approved by a video editing Supervisor and re-quoted by a Swagit sales agent.

Separately, if you do not use all of your PEG PSAs each year, they will expire. They cannot be carried over from one year to the next. It also may be beneficial to submit your requests at least one month before an event occurs or before any promotion is scheduled to air, so you have more than enough time to prepare, plan and approve.

- **Additional Options**

There are a number of additional production and post-production services that Swagit offers, including remote event switching and broadcasting. If you require additional production or video editing services beyond the contracted PEG PSA deliverables, we will be more than happy to work with you! Please refer to our Rate Card or contact us at Sales@swagit.com and a staff member will certainly assist you.

Example PSA: [Recycle PSA for PEG TV](#)

Service Description	Costs (Monthly)
(PEG PSAs) - Up To 10 Produced PSAs Each Month	\$ 225.00

PROJECT ROAD MAP

Action Item	Date	Contact
Introduction to Solutions(s) via Webinar/Call/On-site	Client on 4/10/12	Marjorie B Gaskin, David Owusu
Proposal for Project	Current client	David Owusu
Revised Project Summary (based upon client needs)	10/23/14, 11/4/14	Marjorie B Gaskin, DeVoshay Johnson, David Owusu
Follow Up Presentation for ALL Decision Makers		
Revised Proposal Delivered		
Technical Site Survey (if applicable)	9/10/14	David Owusu
Council Approval		
Agreement Coordination and Purchase Order Delivery		Natascha Ross
Project Kick Off Call		Daniel Kerr/David Owusu
Deployment Creation and Estimated Timelines		Dean Muchmore
Implementation and Training (if applicable)		Bryan Halley/Daniel Kerr
System Testing and Configuration Completion		Jim Cunningham
Projected Go Live Date for Solutions		Marjorie B Gaskin