Request for Proposal
Digital Signage for the Campus School in Tiernan & Trinity Halls

Bid Proposals due by 5pm on Friday, February 22, 2019

Installation Timeline: T.B.D.

Contents

Purpose

The purpose for this Request for Proposal (RFP) is to gather proposals for the installation of 4 professional LED display monitors, digital signage software, and all necessary cabling and wire runs for the Campus School at the Oakland campus of Carlow University, 3333 Fifth Avenue, Pittsburgh, PA 15213.

Background

Carlow University is a comprehensive Catholic university which prepares students for leadership and compassionate service in professional and personal life. The student population is culturally diverse and contains traditional and nontraditional students, and more than half are first generation. Carlow serves 2400 students – graduate and undergraduate – with approximately 290 full-time faculty and adjunct faculty.

Services to be provided

This RFP requires the installation of 4 identical, brand new LED display monitors including the necessary cabling and wiring for data and power. One of each monitor is to be wall-mounted (landscape) on each of the 3 floors of the Campus School in Tiernan Hall, as well as an additional monitor to be installed in the lobby of Trinity Hall. The specific locations of these devices are to be coordinated with Carlow University's contact person. Carlow also requires that the monitors be compatible with and capable of running digital signage software and will require the installation of said software (including licenses as required) for each device prior to completion.

Device Specifications

All new machines must be of identical make and model and must be compatible with the software solution.

Specifications for professional LED type display monitors:

- Minimum diagonal size class: 48"
- Minimum refresh rate: 60 Hz
- Full-HD pixel resolution: 1920 (H) x 1080 (V)
- Minimum brightness: 350 nit (cd/m²)
- Minimum contrast ratio: 5000:1
- Maximum response time: 8 ms
- Minimum panel bit depth: 8 bits
- Minimum display colors: 16.7 M (24 bits)
- Minimum color gamut: 72% NTSC
- Minimum dynamic C/R: 50,000:1
- Minimum H-scanning frequency: 30 ~ 81 kHz
- Minimum V-scanning frequency: 48 ~ 75 Hz
- Minimum audio specifications: 2 x 10 W built in speakers
- Network connectivity: LAN
- Must support 24/7 operation

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- Internal media player compatible with digital signage software required
- Must also support external media player as an alternative (minimum 1x HDMI 1, USB 2.0 inputs)
- Must support and include wall mount hardware to be installed by service provider

Specifications for digitals signage software:

- Must provide free unlimited 24/7 tech support
- Must provide free unlimited training for all users
- Must provide free unlimited data storage hosted on a secure offsite database
- Must support an unlimited number of users with multiple levels of access and customizable roles
- Must be an encrypted cloud-based system
- Must not rely on proprietary hardware
- Must allow integration with e2campus alert system
- Must allow integration with Active Directory and SAML 2.0 SSO solutions
- Must be compatible with Samsung DB483, DM55D, UN60J6200, and UN75J6300 models
- Ideally should be compatible with Cisco Digital Media Player devices
- Ideally should support content creation, management, and scheduling
- Ideally should support third party apps and a multitude of content integration
- Licensed per device
- Software provider must be PCI DSS compliant and ensure customer data privacy
- Software provider with SOC 2 Type II certification preferred

Scope of Work

1. All professional LED display monitors must be newly manufactured, or factory produced new. **No used, demo, refurbished or re-manufactured products will be accepted.**
2. Coordinate and perform an onsite visit prior to bid submission. The intent of this visit is for the vendor to right-size the device for each location and its designated use, and to ensure that cable runs/drops can be installed. Carlow must agree to any device suggestions that are recommended by the vendor.
3. Supply and run all cabling necessary to install both power and data to the specified locations where devices will be wall mounted by vendor.
4. Handle the installation of all the new professional display monitors after Campus School hours so as not to disrupt classes.
5. Must assist with the installation and configuration of digital signage software on each device to allow Carlow University to display content made by faculty, staff, and students. Licenses for each device must be included.
6. Must assist with the initial training of the digital signage software to ensure a smooth transition.

Project schedule

Tuesday, February 5, 2019	RFP released to vendors
Friday, February 22, 2019	Proposals due by 5 p.m.
Tuesday, February 26, 2018	Project awarded
Monday, March 4 – Friday, March 29, 2019	Possible Installation period, T.B.D.

Proposal preparation and submission requirements

The proposal shall clearly address all of the information requested herein. Information submitted should be complete and provide a convincing case that the vendor can perform high quality work within schedule and budget constraints. Proposals should be thorough yet concise. Proposals are to be prepared at your own expense.

The proposal shall be sent **via email** to the official contact listed at the end of this proposal, to be received no later than **Friday, February 22, 2019 at 4:00 p.m. Eastern**. Any proposals received after the deadline will not be considered.

Any questions regarding this RFP must be submitted by e-mail to the official contact by 4:00 p.m. Thursday February 21, 2019. All questions will be answered promptly. Responses to inquiries that substantially or materially change the RFP will be made available to all prospective vendors.

The proposal shall be organized in the following manner with the subject headings and sequence indicated.

- Introduction
- Experience and Past Performance
- Proposed Solution(s)
- References

Proposed solutions
Bids are to include digital signage software licenses for each installed device.

References
Provide a minimum of three references of recent engagements including name, phone and e-mail address.

Evaluation criteria

Following receipt and review of the proposals by Carlow University, selected vendor(s) may be contacted for clarification of their proposal. The decision to request clarification at this time will be at Carlow's sole discretion based on evaluation of each respondent's proposal. Carlow University reserves the right to reject any and all responses, in part or in whole, and to waive any irregularities of information in the evaluation process. The final decision is the sole decision of Carlow University and the respondents to the RFP have no appeal rights or procedures guaranteed to them.

Although Carlow may request clarification of the proposal terms in order to select among the final candidates, it is not Carlow's intent to seek extensive clarification of the proposals received. Therefore, it is to the benefit of the respondent to provide an explicit, detailed, and complete discussion of the work in the proposal.

Cost of preparing RFP response

All costs associated with responding to this RFP are the sole responsibility of the responding company.

Official Carlow University Contact

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