

REQUEST FOR BID / PROPOSAL

Middle East Broadcasting Networks, Inc. (MBN)
Springfield, VA

Broadcast Graphics Presentation System for Alhurra TV

Background

Middle East Broadcasting Networks, Inc. (“MBN”) is a 501(c)(3) non-profit corporation that operates Arabic-language Alhurra TV. Alhurra TV provides news and information, primarily by satellite television, to viewers in the Middle East and North Africa. Its programming includes up-to-the-minute newscasts, documentaries, discussion programs and other information programs.

MBN seeks bids from qualified firms for a Graphics Presentation System to be implemented (including Training and Commissioning) in MBN’s corporate Headquarters in Springfield, Virginia.

All proposals **must** be received by David Shaw no later than 5:00 p.m. EST **July 31, 2011**. MBN will not be responsible for any internal or external delivery delays, which may cause a proposal to arrive past the deadline. **One copy** of the proposal should be **submitted electronically**, via .pdf attachment to an email addressed to **dshaw@alhurra.com**. **An additional four (4) hard copies** of the proposal should be submitted to: Middle East Broadcasting Networks, Inc., Attn: David Shaw, 7600 Boston Blvd. Suite D, Springfield, VA 22153. Proposals that do not conform to the instructions set forth herein and/or arrive beyond the deadlines will not be considered.

MBN reserves the right to accept, reject or negotiate modifications to any proposal.

At MBN’s request and discretion, prospective bidders may be invited to demonstrate their proposals at MBN headquarters.

Should you have any questions regarding the RFP, please contact David Shaw (Director of Procurement & Contracts: 703-852-1470 / dshaw@alhurra.com).

1. Purpose and Intent

MBN seeks bids from qualified firms for a Graphic Presentation System, including system design, installation, training and commissioning. The successful bidder will be required to provide all management, materials, content and labor necessary for the project, in accordance with the instructions contained in this RFP.

A. Technical Proposal

The proposal should consist of these components:

- (i) A detailed description of the firm's capability to provide a Graphic Presentation System for broadcast television. The description must address and refer to the technical specifications found in **Exhibit A**.
- (ii) A list of at least three (3) references (including contact information). Each company listed as a reference must be one for which your company provides or has recently provided services like or similar to those to be provided pursuant to this RFP.
- (iii) Any additional information and/or references you desire to include.

B. Cost / Price Proposal

The cost/price proposal must describe in detail the pricing for Equipment, Training, Transportation, Licensing, Software, Testing, Project Implementation, System Management, System Expandability, and any other information pertinent to the Graphic Presentation System, as set forth in **Exhibit B**. This part of the proposal should include information about which costs are one-time or inclusive charges and which are on-going and/or operational.

C. Signature

Proposals must be signed by an authorized official of the organization submitting them.

D. Alterations

Proposals that contain exceptions to or deviations from the terms of this solicitation may be deemed unacceptable. Companies proposing exceptions to the terms and/or conditions of the Request may not be considered. Any proposed exceptions to the terms and specifications contained in this Request for Proposal must be explicitly stated in writing.

E. Cost Liability & Understandings

Bidders bear all costs associated with their submissions, including, without limitation, all costs associated with preparation of, site visitation for and/or any travel connected with their submission. MBN has no responsibility or liability whatsoever for such costs. MBN assumes no responsibility for, and specifically denies any and all liability for, any costs incurred in the preparation or submission of any proposal by any bidder.

F. Statement of Rights

MBN reserves the right to:

- (i) Reject any or all proposals.
- (ii) Issue additional solicitations for proposals and/or addenda to this RFP.
- (iii) Select any proposal as the basis for the negotiation of a contract, and negotiate with the bidder for amendments or other modifications to that bidder's proposal.
- (iv) Conduct investigations regarding the qualifications of any bidder.
- (v) Exercise its discretion and apply its judgment with respect to any aspect of this RFP, the evaluation of proposals and/or the negotiation and award of any contract.
- (vi) Select the proposal that best satisfies the needs and/or interests of MBN.

G. Obtaining Essential Information

MBN reserves the right to obtain additional information deemed necessary by it to determine the ability of any bidder to carry out the obligations of the contract to be awarded. This includes, without limitation, information needed to evaluate both the experience of the bidder and its financial capability to complete the requirements of the contract.

H. Non-Collusion

By signing the proposal, the bidder warrants and represents that its submission has not been solicited, secured or prepared directly or indirectly, in a manner contrary to federal law and/or the laws of the Commonwealth of Virginia, and that said laws have not been violated and shall not be violated as they relate to the procurement or the performance of any resulting contract by any conduct, including the paying or the giving of any fee, commission, compensation, gift, gratuity, or consideration of any kind, directly or indirectly, to any MBN employee, officer or official.

I. Conflict of Interest

The award of a contract is subject to provisions of all Federal, state, and county laws and is subject to the terms of MBN's Grant Agreement with the Broadcasting Board of Governors. All firms must disclose with their proposals the name(s) of any officer(s), director(s) and/or agent(s) who is/are also (an) employee(s) of MBN. Further, all bidders must disclose the name of any MBN employee who owns, directly or indirectly, an interest of ten percent or more in the firm or any of its subsidiaries or affiliates.

2. Minimum Qualifications of Bidder

Bidders must possess at least three (3) years of continuous experience in providing the type of service contemplated by this RFP.

3. Contract

If MBN selects a proposal, a formal contract, with specifications, will be entered into between MBN and the successful bidder. The proposal, or any part thereof, submitted by the successful bidder may be attached to and may become a part of that contract. After selection of the successful proposal, MBN will draft the contract, which will not be binding on either party until signed by authorized officials of both parties and approved by MBN's General Counsel.

A. Proposal Evaluation

MBN reserves the right to award the contract to the bidder MBN determines to be responsible and to have submitted a complete proposal that meets the specifications and requirements deemed by MBN to be most advantageous to it and in the best interest of MBN. MBN reserves the right to negotiate with any one or more of the bidders. MBN also reserves the right to reject all proposals, to waive any irregularities in any proposal, and to select a contractor by alternate means, in the event MBN determines that doing so is in its best interest.

Any and all statistical data provided in this RFP is for bid and informational purposes only.

4. Proposal Preparation and Submission

One copy of the proposal should be **submitted electronically**, via .pdf attachment to an email addressed to **dshaw@alhurra.com**.

An additional four (4) hard copies of the proposal should be submitted to: Middle East Broadcasting Networks, Inc., Attn: David Shaw, 7600 Boston Blvd. Suite D, Springfield, VA 22153.

EXHIBIT A
STATEMENT OF WORK

Broadcast Graphics Presentation System for Alhurra TV

PURPOSE

Middle East Broadcasting Networks, Inc. (“MBN”) requires a Broadcast Graphics Presentation System to replace or upgrade its existing Graphics Presentation System.

GENERAL REQUIREMENTS

<u>Deliverables:</u>	<u>Delivery Date, from date of award:</u>
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Project Plan	Due with Submitted Proposal
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Contractor shall deliver a project plan that outlines the tasks to be performed by the contractor and MBN staff, a schedule for the completion of these tasks, the resources required to perform these tasks in accordance with the timeline, and any other pertinent information required to ensure complete commissioning* (see definition below) and success of this project.

Proposed Design and Configuration	Due with Submitted Proposal
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Contractor shall deliver a proposed system design and configuration document.

Final designs and configuration (Hardware and Software)	Due within 30 days
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Contractor shall provide final design and configuration information in accordance with RFP requirements for approval by this date.

Detailed Project Plan	Due with Final Designs
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Contractor shall deliver a detailed project plan that expands the specificity of the Project Plan submitted in the original proposal. This plan will set out a detailed timeline for the completion of tasks and the resources assigned to each task to ensure an on-time delivery and launch of the system. Through this process the scope of the project, overall timeline and cost of the project shall remain the same as the contractor’s original proposal.

Deliver User Manuals and all System Documentation	Due within 45 days
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Contractor shall provide all applicable operating manuals and system documentation to.

Deliver Hardware and Software	Due within 60 days
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Contractor shall deliver all applicable hardware and/or software to MBN.

System(s) Installation, Test and Commissioning**Due within 90 days**

Contractor shall test the system. Contractor shall provide the support and technical personnel necessary to ensure that the system is delivered, installed, configured, and tested and that complete commissioning* (see definition below) is timely and successfully accomplished.

Training Administrative Staff**Due within 90 days**

Contractor shall train (and provide any training materials for) all applicable administrative and technical staff in the use and operation of the system. Training shall be deemed complete upon receipt of written satisfaction from MBN.

Definitions:*** Commissioning or commissioned:**

A quality oriented process for achieving, verifying and documenting that the performance of systems and assemblies meets defined objectives and criteria. The process of ensuring that performance of all systems meets the functional design intent and operational needs of the customer. The criteria include a well planned, well-documented, timely and well-managed approach to start-up and turnover of systems to the customer that meets established requirements and stakeholder expectations.

TECHNICAL REQUIREMENTS**1. General System Specifications**

- A. Must support Arabic text, Left to Right formatting and wrap text justification.
- B. Built upon Windows OS and support 64 bit OS.
- C. Able to be administered and maintained by MBN Engineering and IT staff.
- D. Built with redundancy. (Please specify type of redundancy).
- E. HD and SD capable as well as 16x9 and 4x3 capable.
- F. Offer both Digital AES and Analog Audio Inputs.
- G. Offer simultaneous Digital AES and Analog Audio Outputs.
- H. Have GPIO, VITC, and LTC Interface(s).
- I. Provide local storage of all CG elements (including, without limitation, clips and images).
- J. Offer LIVE 24x7x 365 USA based Technical Support.
- K. Have ability to run almost non-stop in a 24/7 broadcast facility with minimal maintenance downtime.
- L. Be able to integrate into Active Directory.
- M. Use an MSI installer for the Active X software.
- N. Be able to play MPEG2 videos for openers, bumpers and closers.
- O. Permit, for ticker administration, control or insertion of information from more than one computer.
- P. Permit the making of template changes using a Web GUI.

2. Graphics Design and Creation

- A. Have ability to permit Graphic designers to administer graphic elements upon all system devices from a single interface or platform.
- B. Have ability to import multiple file formats including, without limitation, .OMF, .JPG, .MOV, .MPG, .TGA, .TIFF, .BMP and .AVI.
- C. Have ability to output multiple file formats, including, without limitation, .OMF, .JPG, .MOV, .MPG, .TGA, .TIFF, .BMP and .AVI.
- D. Have ability to ingest streaming AES and Analog Audio/SDI Video.
- E. Have ability to create LIVE surface animations.
- F. Have ability to create 3D Graphics with little to no render time.
- G. Have ability to work with 3D Max file types such as 3DS and OBJ.
- H. Contain an Effects Library.
- I. Allow Still Store Management.
- J. Allow end users requests to be submitted via the system; such as messaging.
- K. Allow new graphics to be added (scanned/inserted) to the system without downtime.
- L. Permit workstation to workstation transfer and sharing of files.
- M. Permit integration with Curious Maps.

3. Master Control / Channel Branding Specifications

- A. Must interface with iTX Automation System for secondary events.
- B. Must possess internal DVE capability.
- C. Must incorporate Dynamic Channel Branding/Use of Smart Elements.
- D. Must include GUI for CG template data definition and device control.

4. Control Room Specification

- A. Must offer at least 4 On-air Playout Channels.
- B. Must offer at least 4 Preview Channels.
- C. Must offer Single Primary interface to control ALL channels.
- D. Must include Alternative/Backup CG channel control.
- E. Permit transparent transition between CGs of different shows.

5. Integration with ENPS Version 6 & future Versions including ENPS Version 7

- A. Must communicate using MOS Protocol.
- B. Must be fully integrated with ENPS and exploit various MOS settings and parameters (*e.g.*, MOS Control Active, MOS Ready to Air, MOS Editorial Times/Durations).
- C. Must incorporate MOS Status Messages.
- D. Must have ability to handle 30+ concurrent ENPS Rundowns which have their MOS Control Active setting ON.

- E. Must have ability to handle at least 5 concurrent ENPS Rundowns which have BOTH their MOS Control Active and MOS Ready to Air settings ON.
- F. Must have ability to create, float, move, or delete rundown graphics while show is on-air.
- G. Must be able to handle 30+ concurrent users.
- H. Permit use of CG templates to help define show graphics.
- I. Must have ability to create/define new templates without compromising the stability and availability of the system.
- J. Must be compatible with ENPS Stats, including, without limitation, live election results wires.
- K. Must provide an ActiveX plug-in for ENPS which allows users to create CGs from the ENPS user interface.
- L. Must provide an ActiveX Plug-in with the following functionality:
Search & Find, Click & View, Drag & Drop (including Media Pointers). ENPS users should be able to discover media stored on this device through the use of simple searches. When a media description or link is found a user should be able to click on the media to view it. ENPS users should then be able to link the media to Running Orders, Stories and Assignments.
- M. Must provide ENPS Buddy Fail-Over functionality (which supports automatic redundant operation with both Primary and Buddy ENPS servers).
- N. Must provide ENPS Channel Assignment (which enables ENPS users to assign media play-out channels directly from the ENPS Running Order).
- O. Must provide ENPS Item Status (which sends real-time status information with the use of a minimum set of standards, color coding and the automatic movement of the ENPS timing bar).
- P. Must provide ENPS Running Order Control (which permits ENPS to build and control a playlist. Any changes to the Running Order will result in immediate changes to the sequence of media objects queued for play-out by the media server).
- Q. Must provide ENPS Story Send (which permits the use of the full body of text within ENPS documents, including all media pointers and custom metadata. As well as tracking the sequence of Stories and Assignments within Running Orders and Assignment grids).

	EXHIBIT B				
	COST-PRICE PROPOSAL SPREADSHEET				
		ESTIMATED LAUNCH DATE			
<u>ONE-TIME / INCLUSIVE CHARGES</u>	<u>DESCRIPTION</u>	<u>COST/UNIT</u>	<u>QUANTITY</u>	<u>TOTAL COST</u>	<u>COMMENTS</u>
Software &/or License					
Hardware (List equipment to be supplied)					
Delivery / Installation / Test					
Training					
Subtotal					
TOTAL ONE-TIME / INCLUSIVE COSTS					
<u>ON-GOING OPERATIONAL COSTS</u>	<u>DESCRIPTION</u>	<u>COST/UNIT</u>	<u>QUANTITY</u>	<u>TOTAL COST</u>	<u>COMMENTS</u>
Maintenance Fees / Extended Warranty					
Subtotal					
TOTAL ON-GOING OPERATIONAL COSTS					
<u>COST ADJUSTMENTS</u>	<u>DESCRIPTION</u>	<u>COST/UNIT</u>	<u>QUANTITY</u>	<u>TOTAL COST</u>	<u>COMMENTS</u>
List Any Adjustments Possible & The Cost of Each Adjustment					
System Expandability					
Subtotal					
TOTAL COST ADJUSTMENTS					
NOTES:					