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October 19, 2017

Please find enclosed a Request for Proposal (RFP) for Audiovisual Development and Software Production for the permanent exhibit at the US Olympic Museum (USOM) in Colorado Springs, CO. This RFP is being issued by the US Olympic Museum (USMO) in collaboration with and the exhibit design firm Gallagher & Associates.

Please acknowledge receipt of this RFP and an acceptance or decline response for the bid.

We are currently expecting all AV programs to be installed and all products tested at the USOM Project by no later than a soft opening date of 5.1.19 (opening 5.31.17) Questions regarding this RFP are due no later than Friday 11.3.17, and will be responded to by Friday 11.10.17. Completed proposals should be received by 12.15.17.

Please address questions regarding this Request for Proposal shall be submitted via email and addressed to:

Gallagher & Associates  
Attn: John V. Christie  
Project Manager  
Email: [jchristie@gallagherdesign.com](mailto:jchristie@gallagherdesign.com)

## **Project information**

The US Olympic Museum in Colorado Springs, CO will become a premier cultural destination, welcoming people from near and far, and of all ages and backgrounds, to come together in the spirit of the Olympic and Paralympic Games.

The 60,000-square-foot building will embody the forward-looking values of Team USA, with 20,000 square feet of highly interactive exhibit space, a state-of-the-art theater, gift shop, café. The U.S. Olympic Museum will also be the new home of the U.S. Olympic Hall of Fame, a dynamic tribute to inductees—athletes, coaches, leaders and supporters of the U.S. Olympic and Paralympic movement—and their compelling stories.

Given its rich tradition of the US Paralympic Games, the USOM has a stated goal of becoming the most accessible museum in the United States.

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This RFP includes approximately 40 unique media experiences for visitors, with an overall Content Management System, RFID system for personalization with overall suite of Accessibility features triggered dynamically by RFID.

We are requesting a full series of contractual services to provide professional, creative and technical production services including, but not limited to, all research, design, development, graphics, writing, editing, image sourcing and rights clearances, production and documentation of all products as described in this RFP.

Please see supporting documents: [Media Matrix](#).

## **Scope of work**

JANUARY 2, 2018 – MAY 31, 2019

- AV Producer shall work with the project team to finalize concepts for the programs, developing a treatment for each experience that will be reviewed and approved by the Project Team, for clarity of approach, content and presentation before moving into production.
- AV Producer shall produce a detailed plan for the production of all media programs. The plan shall include a detailed schedule that enables full onsite testing and launch of all interactive media programs by 5.1.19 to account for soft opening schedule.
- AV Producer shall designate a Project Manager who will coordinate with the project team and serve as liaison with the Project Team and Owner.
- AV Producer shall be responsible for all aspects of production including, but not limited to, final media design, research, functionality wireframes, interactive graphic design, software programming, video editing, animation, compositing, final production, data entry, installation, and testing.
- The AV Producer is not responsible for providing construction, fabrication, installation of cabinetry, or hardware associated with the use of the audiovisual products. However, the AV Producer will coordinate all AV hardware-software interface with the exhibit fabricator, AV hardware contractor, and RFID partner.
- AV Producer shall research the objects, illustrations, and film footage where necessary, and follow through on source information and other leads to gain an understanding of the information available on the subjects in the category.

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- AV Producer shall work with the Project Team and designated RFID partner to integrate the use of RFID technology within the overall exhibit experience. This integration will include the amplification of overall visitor experience, as well as the unique delivery of content to amplify the overall USOM's accessibility for its visitors.
- AV Producer shall design and produce media using best practices for usability, accessibility and universal design.
  - The AV Producer shall be responsible for the testing of all products and for making any necessary revisions or corrections in order to deliver an acceptable product. Field-testing of the final version of each product shall be conducted at [TBD] prior to final installation. Flaws in development that affect usability and operation shall be corrected by the AV Producer at AV Producer's expense within 30 days.
  - The AV Producer shall furnish appropriate time for consultation and technical services to insure the proper installation and operation of the product during field-testing and prior to the formal opening of the exhibition.
  - Any necessary training must be provided to USOM staff for installation, testing, and maintenance. Staff must be fully capable of performing all steps required to install, test and maintain the interactive programs after completion of project. Training will not be deemed complete until signed off on by both USOM staff and Gallagher & Associates representatives.
  - The AV Producer shall provide user documentation, including detailed instructions on how to access, add, delete, or modify content and/or otherwise modify the interactive programs. The AV Producer shall provide all source files to the USOM. All codes shall be annotated according to software engineering best practices.

## **DELIVERABLES:**

The USOM requires the following deliverables as part of the media programs. See Attachments A and B for more detail on requirements and deliverables. Deliverables shall be submitted in accordance to the project schedule or as otherwise mutually agreed by the parties.

- An overall Project Schedule that meets the goals of the project. This must include activities concerning conceptual planning, design, development, testing, documentation, and implementation, and must reflect review and

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coordination efforts with appropriate Owner representatives and consultants/contractors. Schedule must include a minimum 5 business days for each Owner review after submittals.

- Storyboards/wireframes, evaluation/prototype plan and schedule, including initial prototypes for each program.
- Final storyboards/wireframes, evaluation/prototype testing results.
- Draft graphic interface design comps for Owner selection, modification and approval.
- Final graphic interface design comps for Owner approval.
- Content plan for each interactive program with content map of all navigation and content, including specific discrete assets.
- Fully functional prototypes demonstrating user interaction scenarios in sufficient detail to judge usability and effectiveness in meeting goals/objectives.
- The AV Producer shall produce a minimum of (2) rough-cut versions and (1) final/fine cut of the audiovisual product for review and approval by the Project Team. This package shall include, but is not limited to, graphics, music, sound tracks, audio, captioning, film footage, and operating instructions.
- Fully functional prototypes in final exhibition setting that tests/demonstrates technical repeatability and reliability including, but not limited to, performance on final hardware, connectivity/communications, switching (if any), program stability (against crashing, delay), etc.
- Installation of final programs in exhibition with a minimum 4-week testing period prior to public opening.
- Document that outlines installation and testing procedures as well as troubleshooting steps for long-term maintenance.
- Complete copy of the finished productions, including all documentation, master images, audio and/or video and source code. Three copies on separate media (portable hard drives).
- Warranty: Contractor shall provide six months of technical assistance and troubleshooting.

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## **MEDIA DEVELOPMENT SCHEDULE**

The USOM project schedule is as follows:

Request for Proposals Sent	10.19.17
Proposals Submitted	12.15.17
Contract Award	12.27.17
Final Design Commences	1.3.18
Production Commences	3. 5.18
Production Complete	12.31.18
Install Software	3.15.19
Soft Opening and Testing	5.1.19
Grand Opening	5.31.19

## **PROGRAM DESCRIPTIONS**

Please note that the attached document (Media Matrix) contains program descriptions that have been developed by the USOM Project Team. The Project Team anticipates working closely with the selected AV Producer during Phase I to assess the concepts below and refine them in Final Design as per recommendations of the AV Producer. The Project Team desires a dynamic and collaborative working relationship with the selected AV Producer, the goal being to identify and develop the most suitable combination of experiences for this exhibit, while creating a highly immersive and accessible museum experience utilizing RFID technology and other best practices in the industry.

## **PROPOSAL CLARIFICATIONS, QUALIFICATIONS, AND ADDITIONS**

Questions or requests for clarification must be submitted, in writing (preferably by email) to Gallagher & Associates, by 10.27.17. Lists of such questions and the appropriate responses will be distributed to all bidders as additions to this proposal document as they accrue. The final such list will be distributed no later than 11.3.17. All such additions are to be acknowledged in the AV Producer's

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submittal and are then considered to be a part of the original Request for Proposal document.

In the event that a particular question has not been resolved to the AV Producer's satisfaction by the Proposal due date, the AV Producer should make note of the fact in their submittal and indicate what interpretation they have placed on the area in question. The USOM project Team is seeking a partnership with an AV Producer and encourages a highly creative interpretation of the program information provided with this Request for Proposals.

In the event that the AV Producer intends to subcontract significant parts (i.e., more than \$25,000) of the scope of work, they must include full details of those parts and the name of the company to whom they will be subcontracting. Such a subcontract does not absolve the AV Producer from the responsibility of meeting the entire intent of the contract. It is the AV Producer's responsibility to ensure that any sub-Contractor that they may employ understands and can meet the stated scope of work.

## *Quality Assurance/Experience*

The AV Producer shall specialize in the design and production of creative audio, video and computer interactive programs for museums and visitor centers and should have a minimum of five years of documented experience in the field.

## *Contract Award*

The AV Producer should submit a proposal on the basis that the selected AV Producer shall complete the Work under a single fixed-price contract. Change Orders initiated by the AV Producer will not be accepted. The USOM Project Team may initiate Change Orders as they see fit. Before such change orders become a part of the contract, the AV Producer must formally accept their terms and the associated change in the scope of work. Any Owner initiated changes will occur by written Change Order.

In the interests of achieving the highest quality, most creative and cost-effective product, USOM project team reserves the right to reject any or all of the submitted proposals. In order to achieve the target budget for media production, USOM may decrease the number of productions listed in this RFP at their discretion and at any time. Due to the complex and highly specialized scope of work and the paramount need for this work to be performed on time by a fully qualified AV Producer, this contract may not necessarily be awarded to the lowest cost proposal.

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## **RFP RESPONSE REQUIREMENTS**

*RFP Submission Form:* All AV Producers must complete and sign the attached “RFP Submission Form,” (Schedule A, attached). The completed form must accompany your submission.

*Creative Approach:* In your response to this RFP, please include a description and/or representation of your proposed creative approach to each of the project items. You may include any other materials that you feel will support your case. At minimum, each AV Producer should provide a narrative and broad ideas for its vision on the following:

- How the AV Producer will integrate RFID technology to amplify the guest experience and accessibility.
- Vision and use of Augmented Reality
- Customization of content for visitors
- How AV Producer intends to seamlessly provide media experiences for Olympic and Paralympic athletes

*Bid Form:* All AV Producers must use the Detailed Bid Form (Schedule B, attached) for individual program fee breakdown. The USOM reserves the right to award the contract in entirety, or in part, based on several factors (including pricing, creativity, existing partnerships).

*Firm Experience:* List a minimum of three projects your firm has completed that are most similar to this project. For each project, include the name and address of the museum; the names, addresses and current telephone numbers of the Owners, Exhibit Designers Clients and References; the specific role of your firm on each project; and the key individuals involved in each project. The project descriptions and references shall be submitted for the prime AV Producer, as well as any major sub-Contractor. A demonstration reel, link, thumb drive, CD-ROM or DVD with a minimum of five projects that the firm has completed should be presented. This should be accompanied by a written description of the projects for which they were produced.

*Individual Experience:* Submit resumes for the AV Producer, Director, and Writer. Resumes shall indicate the length of time employed by the submitting company, total years of experience and projects completed for which the work was similar to the work of this project.

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Provide qualifications and resumes for your firm's key personnel that will be involved with the design & production of the media programs for this exhibition. Provide an organizational chart highlighting responsibilities, work and communication flow, and any consultants.

*Collaboration:* Provide a description of how your firm will interact with the USOM Project Team to assure a creative collaboration in the development of software programs.

*Current Workload:* Provide your assessment of current workload with respect to your capability to add this assignment and meet cost, schedule and quality expectations.

*RFP Response:* Please use best efforts to provide responses in electronic format to provide for ease in distributing to the USOM Project Team Members. RFP responses should be addressed to:

Gallagher & Associates  
Attn: John V. Christie  
Project Manager  
Email: [jchristie@gallagherdesign.com](mailto:jchristie@gallagherdesign.com)

*Schedule A (RFP Submission Form):* A fully executed copy of Schedule A (RFP Submission Form) should be electronically sent directly to the US Olympic Museum. The form should be addressed to:

United States Olympic Museum  
Attn: Stan Rovira ([srovira@usolympicmuseum.org](mailto:srovira@usolympicmuseum.org)), and  
Julia Lawton ([jlawton@usolympicmuseum.org](mailto:jlawton@usolympicmuseum.org))

## **RFP RESPONSE EVALUATION**

While cost will be a consideration, the USOM Project Team intends to enter into negotiations and award a contract to the firm that demonstrates a history of working creatively and collaboratively with their clients on projects similar to this one. Evaluation factors that will be taken into account are as follows:

- Price (30%) – AV Producer's ability to deliver an immersive and cutting-edge visitor experience, while managing costs.
- Creativity (40%) – AV Producer's creativity and vision for the project



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- RFID Usage Visitor Experience (15%) - Understanding, deployment and usage of RFID technology to amplify the visitor experience
- RFID Accessibility (15%) – AV Producer’s ability, experience and vision to manage and deliver RFID technology to amplify museum’s overall accessibility.

## **RFP CAVEATS**

All costs of any kind associated with preparing and responding to this RFP are the responsibility of the responding firm.

The USOM Project Team (USOM-PT, or the designated representative) reserves the right to contact any person identified as a client or design professional point of contact, or other parties for projects listed in any RFP response.

This RFP is provided for informational purposes only and may not be relied upon by any party whatsoever. USOM-PT reserves the right to modify the information provided in this RFP and the terms hereof for any or no reason. In addition, USOM-PT reserves the right to cancel the project and this procurement at any time.

USOM-PT reserves the right to delay or accelerate the project, expand or reduce the scope of the project or modify the project in any way at USOM-PT’s sole discretion.

USOM-PT reserves the right to award all elements of this project in its entirety, or to remove individual elements and award them separately.

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On behalf of the entire USOM Project Team, I would like to thank you for your time and energy to provide a comprehensive proposal for this project and we look forward to reviewing your submittal.

Best regards,

A handwritten signature in black ink, appearing to read "John V. Christie", followed by a horizontal line extending to the right.

John V. Christie

Project Manager

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## SCHEDULE A

### RFP SUBMISSION FORM

By submitting a proposal in response to this Request for Proposal ("RFP"), you are assigning to the United States Olympic Museum all rights in and to your proposal. In order to submit a proposal, you must answer the questions set forth below on this form and sign in the space provided. No proposals unaccompanied by this signed form will be reviewed or otherwise accepted.

COMPANY NAME:

NAME OF COMPANY'S AUTHORIZED REPRESENTATIVE:

TITLE OF COMPANY'S AUTHORIZED REPRESENTATIVE:

ADDRESS:

TELEPHONE NUMBER(S):

EMAIL ADDRESS:

On behalf of \_\_\_\_\_, I represent and warrant that I am fully authorized to sign this form and to convey the rights referenced herein. I further acknowledge that I have read this RFP Submission Form in its entirety and that \_\_\_\_\_ hereby assigns to United States Olympic Museum all rights, title and interest, including but not limited to copyright, in and to the accompanying proposal.

SIGNED:

(Authorized Representative)

DATE:

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## SCHEDULE B DETAILED BID FORM

Bidders should provide itemized pricing of each AV interactive.

Breakdown	Phase 1	Phase 2	TOTAL	Notes
ITEM #1				
ITEM #2				
ITEM #3				
ITEM #4				
TOTAL				

AV#	Area	Working Title	AV Type	Duration/Dwell	Description	Scope Parameters	AV Hardware	RFID Integration	RFID Notes	Accessibility
<b>1.0 LOBBY</b>										
1.0	1	Admissions Desk	Digital Signage	looping	Two displays behind the admissions desk shows pertinent information about the museum experience, such as ticket prices, hours, show times of films and information about special exhibits. Content plays in a different order on each monitor.	> Two screen custom 4k digital signage. > CMS-driven. > Same content on both displays; content plays in a different order on each monitor. > No social media integration	-(2) 55" 1080p LED Flat panel display 700cd/m2 -(2) Digital Signage Player, H.265 4K, Single Output	X	These displays are prior to visitor registration. They help tease the experience and direct visitors to the registration area but no direct integration with RFID.	Legibility of print and graphic information; Accessible format for people who are blind; Captioning on any video included
1.1	1	Cascade of Medals Sculpture - Donor Display	Interactive	3 minutes	Interactive touchscreen that highlights the Medal Sculpture in the Lobby and recognizes the donors that have helped make the USOM possible.	> Athletes and donor content and images provided by USOM (Not a full athlete database) > TBD if integration with existing USOM is database feasible	-(1) 65" 1080p LED Interactive Flat panel display 350cd/m2 -Custom Soundbar w/amplifier -(1) Interactive Computer - Standard Graphics Card + HDMI Tx/RX	X	Most likely not RFID enabled; depends on where in relation to registration stations if guests will have registered before coming to this area.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration.
1.2	1	Elevator Audio / View	Audio	30 seconds or less	Each time the elevator doors close, visitors are bathed with the voices of excited announcers calling great American moments from the Olympics and Paralympics. This 30-45 second audio collage takes visitors on a trip through the years and across events. Key themes like dedication and years of training are covered, with the audio concluding on the point that once the time for the event arrives, it all goes by so quickly.	> Narration with sound effects from specific sporting events. > Assumes non-stop elevator trip from Lobby to 3rd floor. > Athlete/narration time donated, archival audio provided by NBC/USOC.	-Elevator Show Control Interface - Audio DSP	X	No RFID planned.	Captioning.
1.3	1	RFID Registration	Interactive, single-user, registration	2 minutes	Visitors register their RFID credential to begin their personalized visit. Profile information includes Name, Email, preferred sports, games, eras, age, etc in order to help better craft and suggest a personalized visitor for each visitor. Additionally, visitors will be able to select Enhanced Accessibility Options (captioning, audio description, display configurations such as text size and contrast adjustment) which will be triggered for them at the interactive experiences throughout.	> Custom interactive software.	-(10) 27" 4.0 GHz 16GB All-In-One Desktop PC	✓	Registration stations for personalized experience through galleries guided by visitor input.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration.
1.4	1	Queuing Personalized	RFID-triggered digital display	30 seconds or less	While visitors wait for the elevator, two large displays outside the elevator show olympic and paralympic content triggered by the visitor's profiles. Here visitors receive payoff for their registration by seeing personalized welcome messages flash on screen, that may include additional levels of content such as the icon or photo of their favorite sport, their hometown location on a map, or other data from their profile.	> Custom interactive software.	-(2) 98" 4k LED Display -(2) Interactive Computers for RFID Selection Preferences	✓	RFID-triggered personalized welcome/notoriety to visitors that gives rapid payoff for their registration.	Captioning, assistive listening system, audio description. These could be selectively displayed based on RFID preferences.
<b>2.0 INTRODUCTION TO THE OLYMPIC &amp; PARALYMPIC MOVEMENTS</b>										
2.0	2	Lighting the Olympic Flame and Torch Relay	Lighting and Audio Effect on sculptural forms	Approx. 30-45 seconds.	Through use of both backlit, faceted acrylic and stretched fabric sculpture suspended above, stylized version of Olympic torch is lit. Audio complements lighting effect. Timing of torch light is triggered by opening of elevator doors.	> Lighting effects on curved projection material. > Synchronized audio and lighting. > Show begins when elevator doors open.	-(4) Recessed Loudspeakers -Audio Amplifier -Audio DSP with Show Control	X		Identification of audio complement
2.1	2.1	Athletes & Sports – Ancient Games <i>(new update to version from Olympic Museum)</i>	Animated Video (utilize existing IOC video content)	3 minutes	Animations (from IOC Olympic Museum) bring the figures to life and recreations show the details of competition, such as a 6th C. BC vases. Looping Animation works in conjunction with artifacts in case. Utilize existing IOC animation content	> New video presentation utilizing existing International Olympic Museum animations. > Installation of pre-existing software on new hardware (No modification of existing software). > Transparent monitor or projection TBD; (Panasonic Space Player TBD).	-(2) 32" 1080p Flat Panel Display -(3) Interactive Computer - Standard Graphics Card + HDMI Tx/RX -(1) 2000 lm 1-DLP Small Format Projector	X		Captioning; audio description, high-contrast images
2.2	2.2A	Symbol <i>(new update to version from Olympic Museum)</i>	Interactive (revision of IOC interactive)	3 minutes	Remake existing interactive from IOC Museum to work with RFID/accessibility system. This simple experience explains the symbolic meaning, history and use of the Olympic rings, from hand drawn on a 1913 letter, to the eventual flag representing world unity v. nationalism. The colors of the rings are seen in the flags of countries around the globe; this interactive brings the story up to the present time and provides an important international context.	> Remake with content from International Olympic Museum.	-(1) 32" 1080p LCD Flat Panel, 350cd/m2 with Touch Overlay* -(1) Interactive Computer - Standard Graphics Card + HDMI Tx/RX	✓	TBD, visitor recognition and accessibility	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration.
2.3	2.3A	Lighting the Flame/Torches <i>(new update to version from Olympic Museum)</i>	Interactive	3 minutes	Remake existing interactive from IOC Museum to work with RFID/accessibility system. Interactive touch screens are installed in close proximity to the collection of Olympic Torches. From 1936 - to the present, these terminals offer visitors an easy and entertaining way to find out more about the particular features of the iconic Torches. Details about design, archival photos and videos of the relay routes and as well as historical context and various anecdotes all help to bring these objects to life.	> Remake with content from International Olympic Museum.	-(2) 32" 1080p LCD Flat Panel, 350cd/m2 with Touch Overlay* -(2) Interactive Computer - Standard Graphics Card + HDMI Tx/RX	✓	TBD, visitor recognition and accessibility	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration.
2.4	2.4	Enduring Ideals	Video/Audio	3-4 minutes	Visitors watch a 3-4 minute film at this seated theater on a single HD screen that highlights Olympic and Paralympic values and ideals like excellence, respect, friendship, determination, inspiration, courage and equality. Told through interviews with athletes, coaches and family, we get to know the athletes, their stories, obstacles, lessons, triumphs, and how these ideals helped them to become champions, as well as the people they are today.	> Full screen HD video production > Two days of interviewing shooting currently budgeted. > Archival imagery and additional interviews thru NBC/USOC. > If a narrator is used, time to be donated or provided by NBC/USOC.	-(1) 12,000lm HD 3-DLP Laser Projector w/short-throw lens -(1) 133" 16:9 Fixed Projection Screen -(1) Media Server Player - 4K HDMI Output -Multichannel Amplifier -Audio DSP with Show Control -(4)Overhead Directional Audio Array -(1) Directional Loudspeaker Array Element	✓	RFID integration for triggering accessibility based on user profile	Captioning; possibly assistive listening system; audio description.
<b>3.0 JOURNEY TO EXCELLENCE</b>										
3.1	3.1	Interactive Wall Across the US: Map of the US	Interactive	3-5 minutes	Visitors approach this interactive wall dominated by a map of the United States that stretches across ten 55" touchscreen monitors. Hotspots on the map indicate training centers and hometowns of athletes who either participated in the most recent events, or are currently training for an upcoming Olympics/Paralympics. When a visitor touches a section of the map, their monitor turns into a personal station. Visitors can then pinch zoom and slide the entire map, independently of the other monitors. Touching on a training center or athlete hotspot brings up content such as images, text, home movies, sports highlights, interviews, etc. that show an athlete's journey from childhood to becoming a member of Team USA.	> Custom interactive software. > Accommodate up to 10 users/groups at a time, each occupying one column. > Backend CMS with integration with database of 6000 athletes (extent of info displayed TBD pending review of the database). > Athlete database content and imagery provided by USOM. > No original research or video production	-(10) 55" Video Wall LED;1.8mm bezel; 700 cd/m2 -(10) Interactive Computer - Premium Graphics Card -(10) Overhead Directional Audio Array -LCD Video Wall Touch Overlay -Multichannel Amplifier -Audio DSP with Show Control	✓	Personalize content based on visitor profile. Connections to athletes based on your preferences. Potential to tag content to profile. More personalization desired, needs to be fleshed out in final design.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration. Physical access.
<b>4.0 ELITE ATHLETE TRAINING</b>										

4.0	4	Introduction: Training to be an Olympian	Video	2-3 minutes	Video introduction to training to be an Olympian and Paralympian. Incorporate video of multiple Olympic athletes training regimens. Stories of persistence, sacrifices, and mistakes. Personal stories.	> Three minute produced video with athlete host. > One day of original shooting for host scenes. > Host shot in 4k, video produced in 4k. Host shoot to be grouped with 4k "broll" shoot to obtain hi-res training footage. > All other content archival obtained thru USOC.	- (1) 1080p 10,000lm 1-DLP Laser Projector w/short-throw lens - (1) Media Server Player - 4K HDMI Output - Multichannel Amplifier - Audio DSP with Show Control - (2) Overhead Directional Audio Array - (1) Directional Loudspeaker Array Element	✓	RFID integration for triggering accessibility based on user profile	Captioning; possibly assistive listening system; audio description.
4.1	4.1	<b>Training Stop #1 Running Simulator</b> (Track and Field)	Interactive, simulation	90 seconds	In the SPEED training area, compete in a running simulator. Visitors first are introduced to track and field Olympian athlete who talks about their daily training routine. Visitors are then asked to race along a 30 foot wall (or longer, TBD) in a race against a US athlete who runs beside them along a wall video. The virtual athlete addresses their visiting opponents at the end of each sprint, providing commentary or advice based on the visitor's performance. Performance analysis could include stride length, time, etc. Possibility to race against paralympian athlete.	> Custom interactive software. > 50 foot long video projection. > One day local 6k shoot with runner. > Single athlete giving 3-5 pieces of feedback based on a visitor's results. > Gesture-based technology (e.g. Kinect).	- (1) 49" 1080p LED Flat Panel Display; Open Platform - (1) Digital Signage Player; H.265 4K, Single Output - (1) Directional Loudspeaker Array Element - (4) 12,000lm SXGA+ 3-DLP Laser Projector w/Ultra short-throw lens - (1) Media Server / Show Control - (6) 4K HDMI Output - Multichannel Amplifier - Audio DSP with Show Control - (6) Overhead Pendant Loudspeaker - (1) Interactive Computer - Premium Graphics Card - (2) Infrared Relay Sensors	✓	Training area with RFID to combine individual training stops into a cohesive training experience with leaderboard, badging, custom feedback, and takeaways. Competition amongst visitors. Accessibility based on user profile.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration. Physical access. Audio feedback/soundscape like running noise.
4.2	4.2	<b>Training Stop #2 Resistance Training</b> (Weight Lifting)	Interactive, simulation	90 seconds	In the STRENGTH & ENDURANCE training area, visitors are introduced to an athlete or coach who talks about the importance of strength training. Then visitors pull on a pair of resistance bands that controls a virtual weight-lifter. The harder a visitor pulls, the closer their virtual athlete comes to lifting a stacked barbell over their head.	> Custom interactive activity utilizing physical interface/trigger. > Physical/Digital interactive - TBD interface between resistance bands and interactive computer display. > One day local 6k shoot with Host.	- (1) 49" 1080p LED Flat Panel Display; Open Platform - (1) Digital Signage Player; H.265 4K, Single Output - (2) Directional Loudspeaker Array Element - Multichannel Amplifier - (1) Interactive Computer - Standard Graphics Card - (3) Resistance Band Sensors	✓	Training area with RFID to combine individual training stops into a cohesive training experience with leaderboard, badging, custom feedback, and takeaways. Competition amongst visitors. Accessibility based on user profile.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration. Accessible operable controls = operable with one hand; no gripping, pinching, twisting the wrist; no more than five pounds of force. Audio feedback/soundscape (e.g. a sound that represents how much weight is being lifted).
4.3	4.3	<b>Training Stop #3 Balance Activity</b> (Gymnastics)	Interactive, simulation	90 seconds	In the BALANCE & COORDINATION training area, Balance Beam meets Dance Revolution meets Twister. Visitors compete in a balance activity that utilizes an interactive floor. Visitors are introduced to a Team USA gymnast or coach who talks about the importance of balance and coordination and gives a short demonstration. Then the floor lights up with a path for the visitor (or pair of visitors) to undertake a short routine, via an overhead projection. Messages on the floor can guide visitors along their challenge (e.g. "Stop, turn and return to the other end of the beam.") Up to two visitors can compete at the same time. The interactive tracks their speed, number of steps, and accuracy throughout the routine. Audio feedback is also provided -- correct steps give positive reinforcement, but missteps or going over the line causes a buzzer to go off. Projection on 1 wall in addition to the floor. Up to 3 levels of difficulty included, which the visitor chooses before starting their routine. Possibly use Paralympic event to demonstrate balance.	> Custom interactive activity utilizing interactive floor projection. (No LED floor.) > Host shoot. > ADA version. > 3 levels of difficulty. > 1 or 2 player (simultaneous). > Gesture-based technology (e.g. Kinect).	- (1) 49" 1080p LED Flat Panel Display; Open Platform - (1) Digital Signage Player; H.265 4K, Single Output - (1) Directional Loudspeaker Array Element - (4) 12,000lm HD 3-DLP Laser Projector w/short-throw lens - (2) Interactive Computer - Premium Graphics Card - (4) Kinect IR Sensor	✓	Training area with RFID to combine individual training stops into a cohesive training experience with leaderboard, badging, custom feedback, and takeaways. Competition amongst visitors. Accessibility based on user profile.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration. Multisensory feedback: When lights, include sound to define the path ahead; When audio, include visual (e.g., buzzers and audio positive reinforcement with lights).
4.4	4.4	<b>Training Stop #4 Breathing Activity</b> (Swimming)	Interactive, simulation	90 seconds	In the BREATHING & CONDITIONING training area, visitors meet an athlete who talks about the importance of measured/controlled breathing, then provides instruction on a breathing exercise. This leads to the athlete taking visitors on a sample 10 meter swim that uses the breathing skills they just learned. Using Kinect, or another form of sensors, the visitor's breathing is tracked. At the end of their virtual swim, the athlete provides a response based on the visitor's performance.	> Custom interactive activity utilizing facial recognition. > 1 Day Host shoot. > 3-5 athlete responses based on visitor's performance > Water visualization TBD (e.g. CGI setting vs live video footage)	- (1) 49" 1080p LED Flat Panel Display; Open Platform - (1) Digital Signage Player; H.265 4K, Single Output - (1) Directional Loudspeaker Array Element - (1) Kinect IR Sensor - (1) 4K Webcam	✓	Training area with RFID to combine individual training stops into a cohesive training experience with leaderboard, badging, custom feedback, and takeaways. Competition amongst visitors. Accessibility based on user profile.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration. Accessible controls Detection of visitors in wheelchairs.
4.5	4.5	Training Stop #5 Mental Training/ Visualization (Skiing, all sports)	Interactive, VR simulation	120 seconds	In the MENTAL TRAINING area, visitors experiment with visualization and memorization. Visitors meet a coach or sports psychologist who talks about the importance of mental training. Visitors then don a VR headset and perform a visualization activity.	> Custom interactive activity utilizing virtual reality. > 1 Day Host shoot. > Any sports footage provided by USOM/NBC	- (1) 49" 1080p LED Flat Panel Display; Open Platform - (1) Digital Signage Player; H.265 4K, Single Output - (1) Directional Loudspeaker Array Element - (1) Interactive Computer - Premium Graphics Card - (1) HTC Vive VR Headset w/Integrated Headphones	✓	Training area with RFID to combine individual training stops into a cohesive training experience with leaderboard, badging, custom feedback, and takeaways. Competition amongst visitors. Accessibility based on user profile.	Universal Key Pad control, captioning in VR, dynamic descriptive narration of experience. Audio feedback/soundscape.
4.6	4.6	<b>Training Stop #6 Reaction Time</b> (Boxing & Goalball)	Interactive, simulation	90 seconds	In the REFLEXES & REACTION training area, visitors test their reaction time by playing goalie against a virtual goalball player. Visitors block as many balls as they can during a 20-30 drill. Balls come from different angles across different parts of the screen. Includes scoring based on the number of balls blocked during the drill. Directed sound could indicate where the ball appears on screen.	> Custom interactive activity utilizing gesture recognition (e.g. Kinect). > 1 Day Host shoot. > Sports footage provided by USOM/NBC.	- (1) 49" 1080p LED Flat Panel Display; Open Platform - (1) Digital Signage Player; H.265 4K, Single Output - (1) Directional Loudspeaker Array Element - (1) Interactive Computer - Premium Graphics Card - (1) Kinect IR Sensor	✓	Training area with RFID to combine individual training stops into a cohesive training experience with leaderboard, badging, custom feedback, and takeaways. Competition amongst visitors. Accessibility based on user profile.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration. Redundant signals (light and sound). Take advantage of 3D audio to create the auditory representation of ball position.
4.7	4.7	<b>Training Stop #7 Fueling an Olympic Athlete</b> (All Sports)	Interactive, multiuser table	120 seconds	In the NUTRITION area, visitors take their place at a virtual dinner table and are presented with an athlete and the number of calories they eat in a day. Then each visitor builds a menu to match that athlete's daily caloric intake. Upon completing their menus, visitors find out what the featured athlete actually eats. Each visitor sees the nutritional value of the meal they created, and how it compares to the athlete's meal. Data such as grams of protein, carbohydrates, fat and salt in the visitor's vs. the athlete's meal. A Team USA nutrition expert then appears to give general healthy eating advice to the entire table. The two-minute experience begins when a visitor interacts with the Attract. Additional visitors can approach at any time and build their meals with the allotted time left.	> Custom interactive software. > Accommodate 6-8 users. > 1 Day Host shoot.	- (1) 65" 1080p LED Interactive Flat panel display 350cd/m2 - (1) Interactive Computer - Standard Graphics Card - (4) Directional Loudspeaker Array Element - Multichannel Amplifier - Audio DSP with Show Control	✓	Training area with RFID to combine individual training stops into a cohesive training experience with leaderboard, badging, custom feedback, and takeaways. Competition amongst visitors. Accessibility based on user profile.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration. Physical access (e.g. knee and toe clearance, reach range, accessible controls).
4.8	4.8	Training Up Close / Music Moves Me	Video with live data overlay	3 minutes	A large projection surface shows a fast-paced montage video of athletes in training. Visitors see their determination, inspiration, and exhaustion. Archival footage combines with first person training footage (e.g. athletes wearing GoPro cameras) to give a "live," immediate feel to the film. Close-ups and jump cuts show a variety of training methods, athletes, coaches and settings. It's the blood, sweat and tears of training – the repetition, pain, exhilaration and fulfillment.  Leaderboard (ticker style) shows the progress of visitors in the training area.  Near the projection zone, we hear popular music to which athletes are currently training which gives the gallery an upbeat gym feel.	VIDEO: > 3-4 minute produced 4K video. > Contains archival footage and still photos, and potentially original footage from 5 athletes receiving 4k GoPro cameras with on-site Media Producer oversight.  AUDIO: > Music and sounds effects soundtrack synced to training video footage. Audio only near projection, not entire gallery > Rights provided by USOM. > Method to allow for modifying playlist.	- Audio DSP with Show Control - Multichannel Amplifiers - (16) Recessed Ceiling Loudspeakers	✓	Training area with RFID to combine individual training stops into a cohesive training experience with leaderboard, badging, custom feedback, and takeaways. Competition amongst visitors. Accessibility based on user profile.	Include Paralympians. Audio description; captions

5.1.1-5.1.4	5.1	Evolution of Technology	AR Video/ Interactive	3 minutes	Visitors see four physical pieces of Olympics/Paralympics equipment. Wearing a pair of AR goggles, the visitor selects one of the pieces of equipment and that object seems to come to life. It floats off the floor with numerous parts of the object highlighted in 3d space. Visitors can then choose to break the object into its component parts to see how major sections of the equipment operate. Then visitors can see the evolution of that object as it morphs through its decades of changes, with the resulting improvements shown graphically. For example, how its aerodynamics improved, better response times, or improved construction materials. Includes narrator voiceover. May also include video clips of objects in use.	> Hololens AR experience. > 2-Day video shoot of 3 objects. > 3D modeling also expected for each object. > 3 objects for exploration. > Audio session for narrator voiceover. > Visitors use the same hololens for 5.1, 5.2 and 5.3.	-(8) Wireless Augmented Reality Visors		Integration of RFID with Hololens TBD.	Captions; audio description and instruction; accessible controls; descriptive auditory soundscape. Can be triggered for appropriate visitors using RFID.
5.3.1	5.3	No Shortcuts: Ethics & the Games	AR Video/ Interactive	3 minutes	Utilizing 3D data, visitors use AR goggles to explore the effect of performance enhancing drugs on athletic performance and the human body. Visitors can compare and contrast two versions of the same athlete, one in peak shape and the other with drugs in their system. Both high end performance drugs, as well as everyday drugs like alcohol and tobacco can be examined to provide relevance to visitors' everyday lives. Visitors see differences in blood flow, brain activity, muscle mass, lung capacity, etc. Ethics and dangers are explored, along with both short and long term effects of using such drugs. Includes narrator voiceover.	> Audio session for narrator voiceover. > TBD if live video shoot required in addition to CGI. > Visitors uses the same hololens for 5.1, 5.2 and 5.3.	-(8) Wireless Augmented Reality Visors		Integration of RFID with Hololens TBD.	Captioning, audio description, and descriptive 3D auditory soundscape. Can be triggered for appropriate visitors using RFID.
5.6.1	5.6	Science: Athletes in Motion	AR Video/ Interactive	3 minutes	Utilizing 3d captured data and 3d models, visitors wear a pair of AR goggles to examine the dynamic athlete in motion. Visitors choose from one of 3 sports such as hurdles, ice skating, boxing, fencing, archery, skiing, etc. The video starts with the athlete a few yards away, moving quickly toward the visitor. Just before it looks like the virtual athlete might collide with them, the video goes into super-slow-motion, then freezes in mid-stride. The visitor can then examine the athlete's frozen position from all angles. Augmented information appears at certain locations around the athlete's body, giving insight into optimal body placement and aerodynamics. Visitors can pause and rewind the experience, seeing the changes in an athlete's position -- with augmented information -- across 3 distinct moments over a set period of real-time (e.g. 1 second). For example, examine the athlete as they leap over a hurdle: (1) planting of their foot, (2) clearing the hurdle, and (3) landing. Includes narrator voiceover.	> Hololens AR experience. > 2-Day video shoot 3 athletes from the 3 sports. > 3D modeling also expected. > Audio session for narrator voiceover. > Visitors use the same hololens for 5.1, 5.2 and 5.3.	-(8) Wireless Augmented Reality Visors		Integration of RFID with Hololens TBD.	Include Paralympian (e.g., amputee using blade prosthetics; sit skier; archer) Captioning, audio description, and descriptive 3D auditory soundscape. Can be triggered for appropriate visitors using RFID.
6.0 PARADE OF NATIONS										
6.1	6.1	Now You Are an Olympian	Audio	30 seconds	As visitors pass through a series of illuminated gates, audio along ramp is intended to evoke the feeling of walking through the vomitory with their teammates before entering the Olympics experience. Audio could include chanting, clapping, cheering, of thousands of athletes. The closer visitors come to the end of the walkway, the louder the cheers. Audio ends with a "roar" as visitors enter the stadium.	> Audio only. > Four 1 minute audio tracks. > Cheering and crowd audio, but no individual spoken voices.	-(4) Low-Profile Integrated Loudspeakers (Powered) -Audio DSP with Show Control	✓	RFID integration for dynamic accessibility.	Audio description.
6.2	6.2	Parade of Nations/ Opening Ceremonies	Immersive 360 Video	5-8 minutes	Parade: Visitors emerge from the corridor into a representation of a huge Olympic stadium. All around are crowds cheering and waving, music blasting. It is almost like a moving 4-D video theater offering a super-crisp surround-video experience (e.g. 270° surround). The room vibrates from the applause. Eyes from the crowd seem to seek you out, wave at you, shout like wild. American flags and "USA, USA" cheers shake the "stadium." Visitors will have a sense of being right there in the action, excited and proud to be with Team USA.  Opening Ceremonies: Seamlessly moving from the Parade, one wall shows a large format film of the Rio opening ceremonies, along with flashbacks from historic Opening Ceremonies. Visitors have a first-hand, up close perspective of spectacular footage from recent and past Games.	> Immersive space formed by two approx 180 degree projection areas > First is a custom video experience recreating the feeling of walking out of the tunnel with athletes in the Parade of Nation (assume custom greenscreen and compositing in production) > Second is a dynamic film on the Opening Ceremonies (approx 5 minutes TRT) using archival material potentially including segments of existing Opening Ceremonies film from International Olympic Museum	-(6) 4K 10,000lm 3-DLP Laser Projector w/Ultra short-throw lens -(2) Media Server / Show Control - (4) 4K HDMI Output -(8) Low-Profile Integrated Loudspeakers (Powered) -Audio DSP with Show Control -(1) Interactive Computer - Premium Graphics Card -Edge Blended Projection Calibration Camera	✓	RFID for custom content (visitor name on sign in the crowd, etc) and dynamic accessibility.	Print explanation of what is happening; audio description. 3D audio to create an enhanced soundscape.
7.0 SUMMER GAMES										
7.1	7.1	The Day Finally Arrives (Possible USOM crowdsourcing)	Video	3 minutes	This video presents interviews with past and present athletes as they reflect on how it felt to be selected as an Olympian/Paralympian and their most vivid experiences and memories upon arriving in the host countries. Told through both interviews and POV footage, athletes describe impressions of the facilities, Olympic Village, dining halls, bus rides, traditions, fellow competitors, getting ready to compete, etc. The international aspect of the Games--the goal of bringing people together and once in a lifetime experiences--comes to the fore. This film presents the chronological story of arriving and going through all the orientation steps before you compete.	> Budget based on editing with footage shot by athletes (Go Pro, etc) or NBC, as well as archival footage provided by NBC or USOC	-(1) 55" 1080p LED Flat Panel Display; Open Platform -(1) Digital Signage Player; H.265 4K, Single Output -(2) Directional Loudspeaker Array Element	✓	RFID integration for triggering accessibility based on user profile	Captioning; possibly assistive listening system; audio description.
7.2	7.2	Competition - Summer	Video	looping	Coordinated projections surfaces define the gallery while presenting the Summer Games in epic fashion. The gallery is continually alive with the greatest team and individual moments in US Olympic and Paralympic history. With great drama, imagery moves from left to right thru the gallery, showing the speed and forward motion of the sports -- sprinter fast off the blocks, a swimmer's dive, a table tennis serve, an equestrian's jump, great finishes -- all moving forward to great dramatic effect that corresponds to the artifacts and physical objects in the space. Every Summer event is featured at least once.	> Coordinated projection and audio. > Highlight every Summer Olympic and Paralympic sport. > Raw video for each summer sport provided by USOM.	-(4) 12,000lm SXGA+ 3-DLP Laser Projector w/Ultra short-throw lens -(2) Media Server / Show Control - 4K HDMI Outputs -Audio DSP with Show Control -Multichannel Amplifier -(9) Overhead Pendant Loudspeaker	✓	RFID integration for dynamic accessibility and shows curated based on visitor profile	Captioning; possibly assistive listening system; audio description.
7.3	7.3	Summer Interactive Wall	Interactive	3-5 minutes	Visitors explore the full range of Olympic and Paralympic sports contested in the Summer Games via a multi-user interactive wall. Each sport is represented with an icon than visitors open to explore that sport. Visitors see an image of the sport in action, an overview of the sport, a list of U.S. medal winners and related photos. A 30 second video is also included with each sport. Half of these videos may consist of edited pieces, and the other half as media as artifact clips of the sport in action.	> Custom software for interactive video wall, multi user. > Touch a sport icon to access the info on the nearest personal interactive station on the wall. > 42 Summer Sports and 23 Paralympic Sports -- With many events under each sport. > Each sport features short video in media as artifact format. > Content and images about each sport provided by USOM	-(6) 55" Video Wall LED; 1.8mm bezel; 700 cd/m2 -(3) Interactive Computer - Premium Graphics Card -(3) Overhead Directional Audio Array -LCD Video Wall Touch Overlay -Multichannel Amplifier -Audio DSP with Show Control	✓	Personalize content based on visitor profile. Potential to share content to profile.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration. Physical access.
7.4	7.4	In Their Eyes: POV Paralympic Racing	VR/Interactive	2-3 minutes	Visitors put on a pair of VR goggles and find themselves immersed in a live-action video setting that goes on around them. Visitors can look in any direction, but would not directly interact with the video. Visitors are affect the speed of the film by rotating wheelchair wheels at their sides. The AV can also feature audio from the athletes, commentators and players who are part of the scene.	> VR Experience, live action with light CG > Integration with wheelchair's physical controls > 2 days stereoscopic 360 shooting	-(2) Interactive Computer - Premium Graphics Card -(2) HTC Vive VR Headset w/Integrated Headphones -(1) 49" 1080p LED Flat Panel Display; Open Platform	✓	RFID integration for dynamic accessibility and custom content.	Universal Key Pad control, captioning in VR, dynamic descriptive narration of experience. Audio feedback/soundscape.
8.0 WINTER GAMES										

8.1	8.1	Winter Interactive Wall	Interactive	3-5 minutes	Visitors explore the full range of Olympic and Paralympic sports contested in the Winter Games via a multi-user interactive wall. Each sport is represented with an icon than visitors open to explore that sport. Visitors see an image of the sport in action, an overview of the sport, a list of U.S. medal winners and related photos. A 30 second video is also included with each sport. Half of these videos may consist of edited pieces, and the other half as media as artifact clips of the sport in action.	> Use same software as Summer Interactive Wall, budget for content > 15 Winter Sports and 6 Paralympic Sports -- With events under each sport. > Each sport features short video in media as artifact format. > Content and images about each sport provided by USOM.	-(6) 55" Video Wall LED;1.8mm bezel; 700 cd/m2 -(3) Interactive Computer - Premium Graphics Card -(3) Overhead Directional Audio Array -LCD Video Wall Touch Overlay -Multichannel Amplifier -Audio DSP with Show Control	✓	Personalize content based on visitor profile. Potential to share content to profile.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration. Physical access.
8.2	8.2	Competition - Winter	Video	5 minutes	Coordinated projections surfaces define the gallery while presenting the Winter Games in epic fashion. The gallery is continually alive with the greatest team and individual moments in US Olympic and Paralympic history. A Paralympic snowboarder soaring through the air, figure skater starting a combination, a sledge hockey shot into the goal, a bobsled shooting by--all moving forward to great dramatic effect and corresponding to the artifacts and physical objects in the space. Every Winter event is featured at least once.	> Coordinated projection and audio. > Highlight every Winter Olympic and Paralympic sport. > Raw video for each winter sport provided by USOM.	-(4) 12,000lm SXGA+ 3-DLP Laser Projector w/Ultra short-throw lens -(2) Media Server / Show Control - 4K HDMI Outputs -Audio DSP with Show Control -Multichannel Amplifier -(7) Overhead Directional Audio Array	✓	RFID integration for dynamic accessibility and shows curated based on visitor profile	Captioning; possibly assistive listening system; audio description.
8.3	8.3	In Their Eyes: POV Downhill Skiing	VR/Interactive	1-2 minutes	Visitors sit down, put on a pair of VR goggles and find themselves immersed in a live-action video setting that goes on around them. They are on a mountain, looking down a ski-jump ramp. The scene pushes off and the visitors find themselves speeding down the ramp. They launch into the air, glide over the snow and make a perfect landing. The AV can also feature audio from a coach or commentator. Visitors could hold on to ski poles as part of the experience.	> VR Experience, live action with light CG. > 2 days stereoscopic 360 shooting	-(2) Interactive Computer - Premium Graphics Card -(2) HTC Vive VR Headset w/Integrated Headphones -(1) 49" 1080p LED Flat Panel Display; Open Platform	✓	RFID integration for dynamic accessibility and custom content.	Universal Key Pad control, captioning in VR, dynamic descriptive narration of experience. Audio feedback/soundscape.
<b>9.0 THE MAGIC OF MEDIA</b>										
9.1	9.1	Be A Broadcaster Interactive	Interactive	2-3 minutes	Visitors interview virtual Olympic athletes, then have the opportunity to send a video to themselves, as well as their Facebook and Twitter accounts. Visitors select from 1 of 5 athletes to interview. Sitting in what looks like a television studio, the visitor uses a tablet computer directly in front of them to pick an athlete. Once the athlete is selected, visitors read a teleprompter with a pre-determined set of questions associated with the chosen athlete. A lifesize video of the athlete is positioned on the couch where the visitor sits. Once the interview is completed, the visitor can use the tablet computer in front of them to email themselves the stitched together version of their USOM-branded video interview.	> Custom green screen experience in which visitor is interviewed by a well-known broadcasting personality > TBD if visitor plays role of athlete or interviewer	-(1) 50" 1080p LED Interactive Flat panel display 350cd/m2 -(1) Interactive Computer - Premium Graphics Card -(1) 49" 1080p LED Flat Panel Display; Open Platform -(1) 4K Integrated PTZ Camera -(1) Kinect IR Sensor -(4) HDMI/SDI Transmitter/Receiver Pair -(1) Ceiling Array Microphone -Audio DSP with Show Control -Multichannel Amplifier -(2) Overhead Directional Audio Array	✓	RFID integration for dynamic accessibility, personalization, user-generated takeaway	Tactile controls, audio description, captioning.
9.2	9.2	Olympic Timeline	Interactive	2-3 minutes	Remake existing interactive from IOC Museum to work with RFID/accessibility system. Visitors can take an interactive journey through the chronology of the Games. This interactive provides comfortable seating and speakers so that visitors are very comfortable while delving through a thought-provoking exploration of the social, political and cultural background for each host city and Games.	> Remake with content from International Olympic Museum.	-(3) 10,000lm HD 1-DLP Laser Projector w/Ultra short-throw lens -(3) HDMI Transmitter/Receiver Pair -(3) 32" 1080p LCD Flat Panel, 350cd/m2 with Touch Overlay -(3) Interactive Computer - Standard Graphics Card -Multichannel Amplifier -(3) Overhead Directional Audio Array	x	TBD, visitor recognition and accessibility	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration. Physical access.
9.3	9.3	Pop Culture and the Olympics	Video	2-3 minutes	A single screen video will present a montage of clips of Olympic sketches and athletes from television and the silver screen. From Saturday Night Live to South Park, and Seinfeld--to Tarzan and Snow White and the Three Stooges--Olympians and their performances are stars of popular culture.	> Produced video utilizing all archival footage, photographs, interviews. > Video rights fees separate from software costs.	-(1) 55" 1080p LED Flat Panel Display; Open Platform -(1) Digital Signage Player; H.265 4K, Single Output -(2) Directional Loudspeaker Array Element	✓	RFID integration for triggering accessibility based on user profile	Captioning; possibly assistive listening system; audio description.
9.4	9.4	The Medal Ceremony Experience	Interactive (big)	3-5 minutes	Visitors approach the podiums where they stand to have their Olympic medal photo taken. In front of each podium is a 46" monitor plus a small interactive touchscreen (e.g. 21"). Visitors use the touchscreen to select the background they want to appear in, and the sport they have "won." Then the visitor moves to the podium for their picture. Using green/gray screen, the background is added and a gold medal is superimposed around the visitor while the National Anthem plays. Then the visitor returns to the touch screen monitor to send their USOM-branded photo to their email address.  Screens flanking the Medal Ceremony Experience play a video collage of US athletes on podiums during the presentation of the flag and playing of the National Anthem. The National Anthem loops and quick cuts of dozens of athletes are seen.	> No printed giveaway.	-(3) 49" 1080p LED Flat Panel Display; Open Platform -(4) Interactive Computer - Standard Graphics Card -(1) 4K Integrated PTZ Camera -(3) Kinect IR Sensor -(1) Video Processor 1x3 -(2) 32" 1080p LCD Flat Panel, 350cd/m2 with Touch Overlay	✓	RFID integration for dynamic accessibility, personalization, user-generated takeaway	Tactile controls, audio description, physical access, captioning, including the playing of the National Anthem.
<b>11.0 PRE-THEATER / QUEUING</b>										
11.1	11.1	Theater Pre-Show + Theater Countdown Timer	Video	3 minutes	Show meant to build anticipation for theater. Highlight reel of great moments from U.S. Olympic history. Final content to be developed.	> All video media as archive provided by USOM > Conclusion of Pre-show coincides with main theater doors opening for the Signature Film.	-(1) 84" 4K LED Flat Panel Display -(1) Media Server Player - (1) 4K HDMI Output -Multichannel Amplifier -Audio DSP with Show Control -(2) Directional Loudspeaker Array Element	✓	RFID integration for triggering accessibility based on user profile	Captioning; possibly assistive listening system; audio description.
11.2		Conclusion Experience	Interactive	1 minute	Visitors see a collage of the content they collected and maybe get a parting message from an athlete (group these messages with interview/host shoots for other pieces).		-(4) 32" HD Flat Panel Displays w/Touch Overlay -(4) Interactive Computer - Standard Graphics Card -(4) HDMI Tx/Rx Pair -(2) Braille Tablet Computers *Estimated	✓	RFID integration for dynamic accessibility and custom content.	Captioning and audio descriptions; possible assistive listening system
<b>13.0 HALL OF FAME</b>										
13.1	13.1	Hall of Fame	Interactive	3-5 minutes	Visitors use this database-driven interactive to meet the Olympics and Paralympics Hall of Famers, as well as to understand how HoF selections are made. Each Hall of Famer inductee includes a profile, images and video from their induction or other related media as artifact clip. A filtered search searcher, such as by Name, Year or Sport, allow for rapid navigation.	> Interactive software > CMS driven, features every Hall of Famer with image, bio, and video/induction speeches where applicable. > Content provided by USOM (Existing USOM database and available content TBD)	-(4) 50" 1080p LED Interactive Flat panel display 350cd/m2 -(4) Interactive Computer - Standard Graphics Card + HDMI Tx/RX -(4) Custom Soundbar w/amplifier	✓	RFID integration for dynamic accessibility and custom content.	Universal Key Pad control with screen reader, audio description, captioning, screen display configuration.
<b>OTHER AV ITEMS</b>										
		RFID Acquisition / Profile Overlay			Global RFID overlay that all interactives would work within. Functions include acquiring visitors as they approach interactives, communication with the RFID hardware system, front end profile overlay for visitor to access, communication with asset management servers.	> Custom interactive software.				
		Takeaway Module			Management of take away and user generated content.	> Custom interactive software.				
		Visitor Module			Visitor management system	> Custom interactive software.				



		Post-visit web portal			Microsite where visitors would access their shared content and stay connected post-visit.	> Custom interactive software.				
		Descriptive Narration Audio Experience with bone conduction headsets			Descriptive narration experience linked with RFID system. Pair with video and interactive exhibits for audio description delivery. Bone conduction headsets with device (likely Android-based)	> Custom interactive software.	Hardware suggestions: 60 Bone Conduction headsets with devices, charging station, RFID readers and/or iBeacons throughout exhibit to trigger audio descriptions.			
		Interactive Tactile Control			The Universal Key Pad, or UKP, allows visitors to experience the digital content in touch screen interfaces through accessible tactile controls and voiced instructions.	> This captures global development cost associated with UKP integration into interactive software experiences.	Approx. 40 interactive, 15 audio exhibits.			
		Braille Dynamic Tactile Display			Opportunities for visualizing artifacts and allowing guests to read label copy. May be too big to carry around, but potential to incorporate into some case rails. <a href="https://blitab.com/">https://blitab.com/</a> Braille tablet.	> Allowance for HTML5 development for Tactile Tablet (TBD). Same software for all stops with different content.	Approx. Quantity 28 One per gallery intro panel (14 total); Six listed above for use in registration, queuing, and conclusion; Eight for use throughout with Signature artifact cases.			
		Sign Language			Videos with spoken words (excluding music lyrics) are interpreted via ASL and LSQ on screen.	NOT IN SCOPE CURRENTLY				
		Spare Equipment			Spare Equipment to be located within museum, Storage location to be determined	HARDWARE ONLY				
		CMS			Global content management system that allows editing and updating of interactive content. These client managed AVs would include: 1.0; 1.1; 3.1; 4.7; 7.3; 8.1; 13.1.	Content database with web-based interface allows for updating dynamic interactive content.	Server			
		<b>Accessibility - device</b> <ul style="list-style-type: none"> <li>• Listening assist and other for sight-impaired visitors</li> <li>• Captioning</li> <li>• Descriptive Narration</li> <li>• Text to Voice</li> <li>• Interactive Content Control</li> </ul>			<b>Standard ADA scope included in AV specific pricing assumes universal design and opening captioning as required. Further scope to be added here to provide for descriptive narration, voice to text, and integration with visitors existing assistive technology.</b>	HARDWARE ONLY	-[Allowance] Assistive Listening FM Transmitters -[Allowance] Assistive Listening Receivers (Qty. per ADA) -(100) Wired Bone Conduction Headphones -(45) Universal Keypad - Interactive -(20) Universal Keypad - Audio -(10) Portable Braille Tablet Computers			Standard ADA scope included in AV specific pricing assumes universal design and opening captioning as required. Further scope to be added here to provide for descriptive narration, voice to text, and integration with visitors existing assistive technology. Accessible controls for all interactivity. Universal design includes adding elements that serve everyone, particularly people with disabilities (e.g., redundant feedback, redundant controls)