BLUEWATER TECHNOLOGIES

University of Michigan

Bicentennial Third Century Expo Event

Proposal for Projection Show at Rackham Building

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Part 1 - Executive Summary

BlueWater Technologies (Southfield, MI) in partnership with Maxin10sity Productions (Budapest, Hungary) will provide a “future state of the art” projection showcase at the Rackham Building, highlighting the past, present, and especially the future of the University of Michigan as it moves into its third century of leadership. This Showcase will act as the capstone of the University of Michigan’s Bicentennial Celebration, and will incorporate elements of that celebration as that event takes shape. The Showcase will be set to an original musical score.

The Showcase will be presented in two main parts; first, the past and present of the University of Michigan, laying the ground work for what has been and is, and the longer and main part, the University as it moves into its third century.

BlueWater and Maxin10sity are ideally suited to provide content and management of this project. BlueWater, located near the University of Michigan’s campus, will provide the quick access and response needed for a successful planning period. Maxin10sity has extensive experience designing content for large-scale architectural building renderings. We are ideal partners for the University.

BlueWater and Maxin10sity have assembled an award winning team to provide content drawn from the University’s Archives, original on campus photography and videography, and newly imagined renderings of the University’s future. These will be combined with the latest animation in a hyper-dynamic animated presentation at the Rackham Building. Student involvement in archive research, original photography and videography and animation will be key to the success of designing a truly memorable showcase. BlueWater has designed and successfully executed dozens of large-scale outdoor events and are familiar with the solutions necessary to make such events technically and artistically successful.

BlueWater Technologies has worked with the University of Michigan on indoor and outdoor commencement ceremonies. In October 2014, BlueWater team produced a media intensive Capital Campaign Kickoff Event for Michigan State University.

BlueWater has assembled a production team drawn from highly experienced producers and technicians in Michigan, partnering with Maxin10sity. BlueWater will provide equipment, operations engineers, and local production and coordination with the Bicentennial Committee and other stakeholders in the project. On contract award, we will produce a laser mapped 3D model of the Rackham building façade to be used for animation composition. Site surveys to determine all aspects of equipment position and facility issues will be undertaken.

An initial contact meeting to define relationships, communication and basic content will set with the Bicentennial Committee. A second meeting will also be scheduled at this time to develop the major initial content ideas for the Showcase.

Scheduled content review meetings as outlined in the timeline will follow these meetings. Animation examples will be delivered in high-resolution format to be reviewed.

Live projection and audio tests will be undertaken to assure the project's success.

BlueWater and Maxin10sity will deliver an original, dynamic look forward into the University's third century.

Part 2 - Solution and Scope

BlueWater Technologies will provide a "future state of the art" projection showcase at the Rackham Building, highlighting the past, present, and especially the future of the University of Michigan as it moves into its third century of leadership. We describe this show as "future state of the art" since the technologies and possibilities involved in projection mapping presentation are rapidly advancing and will evolve considerably during the time from this proposal until the show's completion and presentation. An original musical score will be provided, incorporating in some part traditional University of Michigan musical themes.

This show will act as the capstone of the University of Michigan's Bicentennial Celebration, and will incorporate elements of that celebration as that event takes shape. While the specific content of the show will be shaped in concert with the Bicentennial Committee, the outline of our concept follows.

The Bicentennial Showcase needs to appeal across age barriers, from the oldest attending alumni to the youngest generation of students. The Showcase will be grounded in the two centuries of U of M's leadership, both academically, in the arts, in sports, in medicine, and in the Ann Arbor and neighboring communities. We envision the showcase commencing with reference to leadership in the past and in the present, and moving towards the future. A ten-minute program is envisioned, with the first four minutes grounding our journey in the past, and present, and the remaining six minutes moving us into third century.

- *Part One* – The Past and Present, will include a visual representation of the physical growth of the University in its first two centuries, referencing famous moments in University history and prominent alumni faces and events, as well as immediately current moments and events. Great University of Michigan sporting moments will be featured, as well as iconic moments in U of M history. The design and nature of this section will be prepared to appeal to U of M alumni and community in attendance. This section will also feature highlights from the Third Century Expo as it is being presented on campus.
- *Part Two* – The Third Century, will be the longest section, and the animation will move us firmly into the future, utilizing the most recently developed effects and transitions. This section will be set to very energetic and up-tempo musical themes, with an extremely positive outlook. Themes for this section need to be developed in close harmony with the Bicentennial Committee, to assure that the future vision of the University is well represented.

The Third Century section will include animations containing visions of the physical University, the student and faculty population, various schools, arts, sports and the Ann Arbor Community, without attempting to specifically envision future events. Strong emphasis will be on the University of Michigan's leadership roles as it moves into century three.

This section will contain a number of "time travelling moments", beginning with a past image, which transforms into a present image and then transforms again spectacularly into an image of the future.

This section will also contain concepts of the future of the University gleaned directly from student and faculty participation, via research with the current student and faculty populations guided by the Bicentennial Committee. We also will present images transforming current students (selected) from present day (2017) U of M into later careers and then as alumni.

The show will culminate in a series of imagined images representing the University in 2117, as the world leader among Universities in academics, arts, sports, medicine and community.

From a purely technical standpoint, the showcase will be presented with the very latest in projection technologies, and a large outdoor sound system that will have the ability to recreate the original score in an immersive faction for the thousands of expected in attendance.

BlueWater will deliver a high quality recorded realization of the Showcase for archival and distribution purposes.

University of Michigan Student Participation in Production

We have identified the following roles for University of Michigan students in the production, and we anticipate additional roles will be created when all final content and production parameters are outlined after initial creative meetings:

- Archival Image Research – 2 or more students
- Original Photography – 2 or more students
- Original Videography – 2 or more students
- Graphics and Animation – 2 students, willing to travel to Hungary in early summer 2017

Technical Production

It is difficult to anticipate what technical resources will actually be utilized over two years from now in production, as the state of the art in projection and servers is rapidly advancing. Our equipment list as currently constituted is outlined in Section 9 cost proposals, but will include a minimum of 280,000 lumens of projection brightness, with state of the art media service. Our minimum package includes 8 35k HD Christie Projectors and 4 Ventuz VBox 3d Workstations. Our audio package includes four main L'Acoustic Line array towers, with anticipated coverage of 10,000 attendees.

The equipment will be staged on StageRight Staging with weather protection tenting and heating by Levitation Staging.

Timeline

October 2015

- Initial Organizational meeting between Bluewater Technologies (BWT) and Bicentennial Committee (BC) – Identify work procedures, contacts, reporting and full schedule
- Site Survey completed

October 2015 through October 2016

- Monthly progress updates delivered from BlueWater to Bicentennial Committee

November 2015

- Initial concept meeting identifying major themes and contents of showcase – includes BWT and Maxin10sity (this meeting may bump to early 2016 dependent on state of BC planning)
- Maxin10sity team travels to Ann Arbor

January 2016 through June 2016

- Develop concept and themes
- 3D model of Rackham completed
- Initial contacts with University Facilities team

March 2016

- University student participation identified and parameters set for selection
- Approve broad concept – deliver by end of March
- Progress update meeting in Ann Arbor

April 2016

- University students selected and assigned
- Begin image research
- Develop original image and video needs

June 2016

- Final concept complete and initial story board delivered and approved
- Progress update meeting in Ann Arbor

July-September 2016

- Pre-visualization and music composition commence
- Possible U of M student travel to Budapest to work with Maxin10sity
- Decisions on final use of historical images – research complete and images delivered
- Final list of original photographic images and videos approved

Oct 2016

- Approval of pre-visualization and music
- Initial final equipment Selection
- Image research delivered
- Progress update meeting Ann Arbor

October 2016 through May 2016

- Original photographic images and video captured and delivered
- Integration of Expo elements explored and approved

October 2016 through August 2016

- Biweekly progress reports delivered

November 2016 – March 2017

- Animation production

December 2016 – February 2016

- Status previews

January, April and August 2017

- Progress update meetings in Ann Arbor
- Onsite meetings with University Facilities Team

February 2017

- Final equipment selections made and all equipment reserved
- Final site planning completed and approved including generators, street closing, traffic control, staging, trucking, permitting, security and weather protection

Early May 2017

- Original photography and videography delivered
- Projection tests Rackham building (two days), sound tests

Late May 2017

- Program finalized, final suggestions and corrections delivered

June 2017

- Final development and completion

July 2017

- Animation ready, delivered, and reviewed

August 2017

- Final window for any last minute changes
- Minute by minute production schedule developed and delivered

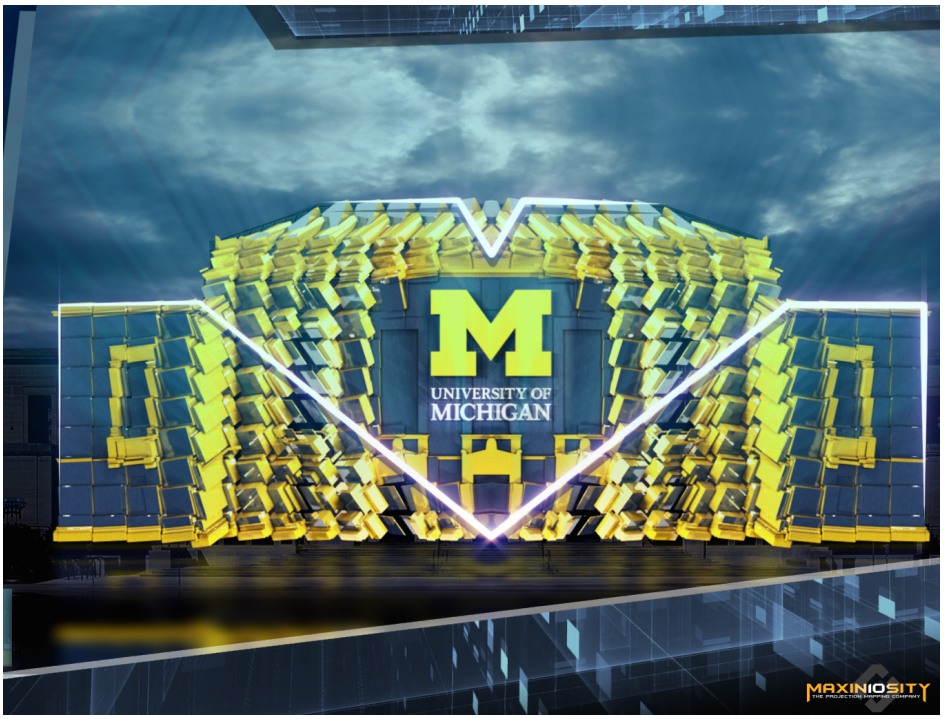
Event Week

- Detail schedule to be developed
- Outline
- Oct 25 load in and testing 7am-11pm
- Oct 26 sound and projection Tests 12n-1pm and 6pm-11pm
- Oct 27 sound tests 12n-1pm, show times TBA
- Oct 28 load out

Program Interactivity and Additional Projection Options

We recommend adding the ability for the students and community of the University to interact with the showcase, but do not think this can be covered under the basic budget parameters. In the costs section, we propose an interactivity line adding Burton Tower as an additional projection element to be used for such community interactive input. This requires budgeting and discussion outside of the budget parameters of our submission, and is included as a possible line item addition for future consideration.

Part 2A - Initial Concepts







Part 3 – Company Background and Clients

BlueWater Technologies was founded in 1985 and has more than 25 years experience of helping its clients connect with millions of customers and employees every day with innovative technology solutions. Initially established as a custom AV rental and staging house, BlueWater evolved into a national provider of In-Store Solutions & Technology Driven Displays, Audio Visual Integration, and Meeting & Event Technology. BlueWater specializes in the design, engineering and implementation of custom technology solutions for live events, video conferencing, experiential marketing, interactive displays, lead generation capabilities, and more that exceeds its clients' expectations. BlueWater has worked extensively with higher education and government clients throughout its 30 years of existence.

Website http://www.bluewatertech.com

Headquarters 24050 Northwestern Hwy. Southfield, MI 48075 United States

Our client base includes every major US auto manufacturer, financial services companies such as Fiserv, Quicken Loans, and Plante Moran, Meijer, ATT, Progressive Insurance, Wells Fargo,

and many others. BlueWater has worked extensively with Michigan State University producing the kickoff event for their 2015 Capital Campaign and with the University of Michigan on projects with the Ross Business School, Taubman Medical School and the Cardio Vascular Institute, and with our partner Levitation Staging for University of Michigan Winter and Spring Commencements.

Methodology

On contract award, we will produce a laser mapped 3D model of the Rackham building façade to be used for animation composition. A site survey will take place to exactly identify anticipated positions for projections, control, audience, weather protection, generators, support and all other production elements. Once the site plan is approved, final equipment selection will be made.

An initial contact meeting to define relationships, communication, and basic content will set with the Bicentennial Committee. A second meeting will also be scheduled at this time to develop the major initial content ideas for the Showcase. The first meeting should be less than a half-day, the second (primary content) meeting will probably last the majority of one day. Student participants may be invited to the second meeting.

Scheduled content review meetings as outlined in the timeline will follow these meetings. Animations may be produced by existing software or new software to be developed by Maxin10sity between now and October 2107. Animation examples will be delivered in high-resolution format to be reviewed at a studio location (not on the Ann Arbor Campus).

A projection and audio test will be scheduled for the summer of 2017 to accurately assess any process challenges and respond to them in a timely fashion.

BlueWater Technologies will act as the primary contractor and all invoicing for all services will originate from Bluewater. Maxin10sity and Levitation Staging will act as subcontractors for animation and staging services.

Production Management

BlueWater has assembled a production team drawn from highly experienced producers and technicians in Michigan, partnering with Maxin10sity, world class content producers from Budapest, Hungary. BlueWater will provide equipment, operations engineers, and local production and coordination with the Bicentennial Committee and other stakeholders in the project. Maxin10sity will provide design of content and music composition and production. BlueWater will provide a Michigan based producer who has extensive experience working with multiple client areas, and will be easily able to travel to Ann Arbor for in person meetings as well as phone and email exchanges. This producer will be the primary contact for the Bicentennial Committee and will work with both the assembled BlueWater Technical Production Team and Maxinos10ty Content Team, providing a streamlined point of contact for the project.

BlueWater's Producer will schedule monthly conference calls during 2016 and bi-weekly and weekly conference calls as necessary during 2017. Full team meetings will take place on the dates outlined in timeline. Project status will be reported at the conclusion of each month in the

pre-production period (through Dec 2016) and biweekly thereafter. This relationship will need to be more closely refined once the Producer and Bicentennial Committee have their initial meetings.

Primary Contractor – BlueWater Technologies

BlueWater Technologies is the technological leader in video and media production in the Midwest. BlueWater Technologies is a turnkey technology provider including experiential events, video conferencing, and collaboration technologies. BlueWater specializes in the design, engineering and implementation of custom technology solutions.

Associate Contractor – Maxin10sity

The content team at Maxin10sity has produced an extensive series of architectural mapping events, including one of the largest projection mapping events ever for the Bucharest Parliament Building. Winners of countless awards, the Maxin10sity team defines the leading edge of projection mapping technology.

Production Team

Producer – Keith Oberfeld

Keith Oberfeld is an award winning event producer and theatrical and television designer. Keith has produced Laughfest, a ten day festival of Comedy for Gilda's Club West Michigan for five seasons, Tedx Grand Rapids (a level two Tedx event) for five years, and major National Conferences for Fiserv, Inc, Gordon Food Service, Steelcase and Techonomy. Keith acted as producer for the Michigan State Capital Campaign Kickoff Gala in 2014. Keith resides in Grand Rapids, MI and will act as the local contact and overall supervisor for the Showcase.

Account Executive Technical Production – Mark Wilson

Technical Project Lead – Jeff Timmerman

Lead Projectionist – Joe Vesci

Art Director - Laszlo Czigany

Laszlo is a partner at Maxin10sity with ten years in graphic arts and six years specifically devoted to projection mapping.

Awards: Chartres en lumieres - Videomapping Contest (2014) – 1st Prize; Art Vision International Videomapping Contest (2013) – 1st Prize; Genius Loci Videomapping Competition (2013) – 1st Prize; Chartres en lumieres - Videomapping Contest (2013) – 1st Prize

Creative Director - Andras Sass

Andre is also a partner in Maxin10sity with nine years in graphic arts and five years specifically in projection mapping.

Awards: Chartres en lumieres - Videomapping Contest (2014) – 1st Prize; Art Vision International Videomapping Contest (2013) – 1st Prize; Genius Loci Videomapping Competition (2013) – 1st Prize; Septembeam International Videomapping Contest (2012) – Special Prize

Account Exectutive Creative - Tamas Vaspori

Tamas is Sales Director and Business Development Director and partner at Maxin10sity with nine years of AV business experience as Sales Manager at Christie Digital Systems for East-Europe, and is a founder of Maxin10sity.

Motion Designer - Gergo Illes

Gergo is the lead Motion Designer at Maxin10sity with 5 years in graphic arts and three years of projection mapping.

3D Modelling - Benedek Pozsgay

Benedek is the 3D Modeling lead and has been with Main10sity with eight years experience in 3D digital modeling.

Additional Graphics and Design Staff

Daniel Cseuz, FX artists at Maxin10sity: eleven years experience in graphic design and six years in simulation techniques.

Bela Kampszli, postproduction specialist at Maxin10sity: six years experience in postproduction.

Flaviu Ciocan, music composer at Maxin10sity: 4 years experience in composing

Marton Horvath, sound FX at Maxin10sity: 2 years experience in sound FX

Part 3A – Examples of Work

Please utilize the following links to view examples of Maxin10sity productions:

Projection mapping, Façade of the Parliament of Rumania:

www.youtube.com/watch?v=rQMBAdHTYpQ

Article Concerning Parliament of Rumania Projection Mapping

http://www.avinteractive.com/news/projection/63911/largest-videomapping-projection

Projection Mapping Signal Festival

https://www.youtube.com/watch?v=HuIyn4u0V8Y

Projection Mapping Chartres en Lumieres Festival

https://www.youtube.com/watch?v=INbrgsU9bFw

iMapp Bucharest 555 (September 2015):

https://www.youtube.com/watch?v=rQMBAdHTYpQ

Karlsruhe Sclosslichtspiele Opening Show (June 2015):

http://www.maxin10sity.net/#!ka/c1u85

Part 4 – Supplier Code of Conduct

The University of Michigan Suppliers Code of Conduct has been reviewed in detail and Bluewater Technologies agrees to abide by its tenets.

Part 5 – Supplier Conflicts

BlueWater Technologies frequently works with the University of Michigan supplying installed technology solutions for classroom buildings and also works as a vendor for winter and spring. None of these services should in any way affect our ability to supply services for the Bicentennial Showcase. The University employs no officers or directors of BlueWater Technologies.

Part 6 – Exceptions to Terms and Conditions

There are no exceptions to the University's Terms and Conditions.

Part 7 – Information and Response

Please see attachment entitled "Supplier Information BlueWater"

Part 8 - Assumptions

Bluewater technology assumes the following:

- The University of Michigan will provide street closings and traffic control to the extent agreed on during production development
- University of Michigan will provide generators as needed for the event
- University of Michigan will provide crowd control during the event
- University of Michigan understands that if inclement weather, in the form of steady rain or snow occurs, the projection showcase will be negatively impacted. Projection events by their nature are impacted by rain and snow
- Major additions or changes to the basic parameters of this RFP may impact the final budget
- Student participation in the development and execution of the program will depend on the availability and ability of U of M students in the necessary disciplines

Part 9 – Cost Proposal

Bluewater estimates the following costs to develop the Showcase as outlined in Part 2.

Pre-production, program development and supervision through event – $30,000

Content creation, music creation, delivered assets and supervision, creation of final distributed recording of event - $65,000

Site survey, site drawings and laser mapping of Rackham - $10,000

Projection and media server equipment and support - $65,000

Audio equipment and support- $20,000

Onsite Production, Projection and Audio Execution Team - $46,000

Hotels, per diems, transportation and airfares - $18,000

Weather control and support services - $15,000

Local labor - $7500

Contingency - $17,500

Total of Services $294,000

Suggested Addition of Burton Tower and Interactive Program Element

Pre-production, program development and supervision through event – no additional cost

Interactive program element design - $3000

Content creation, music creation, delivered assets and supervision - $25,000

Site survey, site drawings and laser mapping of Burton - $8,000

Projection and media server equipment and support - $38,000

Audio equipment and support- no additional cost

Onsite Production, Projection and Audio Execution Team – $8000

Hotels, per diems, transportation and airfares – no additional cost

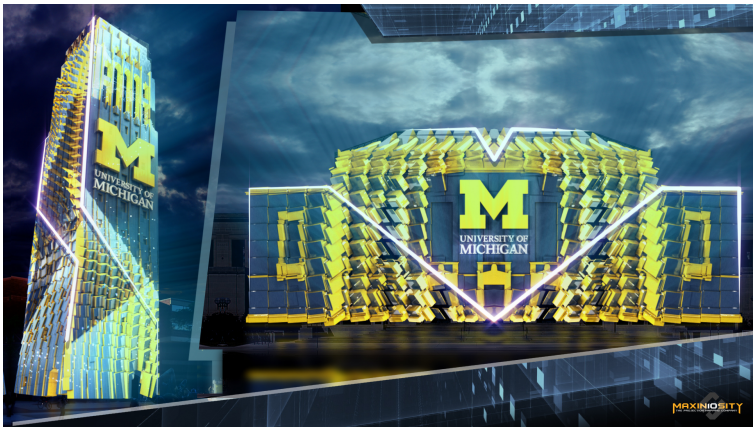
Weather control and support services - $8500

Contingency - $7500

Total of Additional Services **$98,000**

(Please note this is an added line item and not part of the main RFP)

Part 9A – Burton Tower Element Example







Part 10 – Signatures

Please see attachment "Signature Page"

Thank you for the opportunity to bid this project.