
UNIVERSITY OF
MICHIGAN


pointcloud
MEDIA

Letter of Transmittal

PointCloud Media
2714 Cotton Stock Drive
Sugar Land, TX
77479

Contact:
Jack Hattingh
713-589-5418

Major Components Proposed:

One to two Large scale building projections with possible interactive elements prior to the main show/s. These will include custom created content, audio and visual components and pre, main, and post-event video documentation.

The validity of the items listed in the proposal are to be 120 days from June 24th, 2015.

Jack Hattingh
PointCloud Media
President

pointcloud MEDIA

INTEGRATION AWARDS 2015 COMMERCIAL INTEGRATOR WINNER

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Scope of Proposal:

Our proposal is to map and project a 3d light show on two building facades, the Burton Memorial Tower facing the courtyard, as well as the Hill Auditorium. The two shows on the facades will be synchronized to enhance the celebration by playing the shows alternatively. We have experience in multiple facades, have done 5 buildings simultaneously in Macao, China and 6 cities simultaneously for both Father's and Mother's Days.
The adjacent building will be painted with moving lights (Gobo's) to enhance the celebration . This will be accompanied with sound levels in compliance with city regulations and curfews.
We have allotted $30,000 for an unspecified interactive element. The reason for not specifying is that there is development and research currently being tested and will only be completed prior to the celebration. We want you to have the best and most absolute cutting edge 2017 technology.

Comprehensive List of Assumptions

University of Michigan will provide the generators and power necessary for the event/s as well as an onsite electricitan.

The University will also provide security as well as all necessary permits.

Supplier Code of Conduct

We PointCloud Media agree to and confirm that we have read and agree to the University's Supplier Code of Conduct.

Addition to RFP:

Student Participation

In addition to the actual event, We PointCloud Media would personally instruct the students willing to participate about creating visual art through whatever medium appropriate for the show, and in addition will then incorporate and display, or animate these works throughout the event. We will also use whichever photo-journalism and or videographer students to document the night, which would then be added in addition to the post production video which would be provided. We believe this would highly impact both the students and faculty, as well as bring a sense of ownership and pride to the University. This was not included in the original RFP due to structured nature of the paperwork in which we had already filed.

Cost Proposal

Barco 30,000 Lumen	
Barco Severs	

Item	Ammount	Unit Price	Total
30,000 Lumen Projectors	12	$4,500.00	$54,000.00
Servers	4	$5,000.00	$20,000.00
Shipping	16	$600.00	$9,600.00
Travel & accomodation	1	$8,800.00	$8,800.00
Rigging	1	$2,500.00	$2,500.00
Scoffolding	1	$12,000.00	$12,000.00
Trucking	2	$800.00	$1,600.00
Content	2	$50,000.00	$100,000.00
Audio	1	$25,000.00	$25,000.00
Lighting	1	$35,000.00	$35,000.00
		Total	$268,500.00
Interactive - To be decided closer to activation	1	$30,000.00	

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