

pbadmin

Subject: FW: Thank you!
Attachments: Galveston Park Board.pdf

From: Natascha Ross [mailto:nross@swagit.com]
Sent: Friday, April 01, 2016 12:15 AM
To: pbadmin <pbadmin@galvestonparkboard.org>
Subject: Re: Thank you!

Hi Schel,

Please see attached proposal for your consideration. In the proposal, you will find HD encoder, HD Cosmos (camera system) as well as monthly packages for 2 meetings a month or a package for approximately 8 meetings a month. The packages that say includes remote switching means that Swagit would remotely control your cameras from our headquarters in Plano, TX, which is what we do for the City of Galveston.

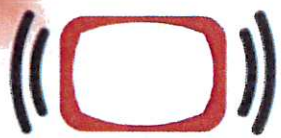
Should the Park Board want to utilize the City's equipment, you would still need our encoder at \$7,500 (SD) and there would be a one-time charge of \$11,060 to take down the equipment at the City of Galveston/move the equipment, install the equipment (run cable, etc) and the time/travel to do this.

Please let me know the direction Park Board does decide to go in and we're happy to accommodate.

Regards,

Natascha Ross
Swagit Productions, LLC
www.swagit.com
t: 214-274-6612

[Galveston Island Park Board of Trustees PROPOSAL]



swagit
always connected

**CREATE, HOST, AND DELIVER BROADCAST
LIVE OR ON-DEMAND AUDIO/VIDEO CONTENT**

March 31, 2016

Swagit Productions, LLC
850 Central Pkwy E., Suite 100
Plano, TX 75074

March 31, 2016

Galveston Island Park Board of Trustees
ATTN: Schel Heydenburg
601 Tremont Street
Galveston Island, Texas 77550

Dear Ms. Heydenburg,

Swagit Productions, LLC, would first like to thank you for your time and the opportunity to earn the Galveston Island Park Board of Trustees business. In an overpriced, complicated and hands-on video industry, Swagit has created an affordable, simple and **hands-free** solution that offers the most current advancements in video streaming technology.

Swagit's primary goal is to bring governments an easy solution and provide improved transparency to your constituents without the additional workload. A company that first specialized in turnaround streams for television stations and newspapers, Swagit has grown significantly to a diverse client list that consists of a variety of government entities including: cities, counties, states, school districts, newspapers, television stations, etc.

Below is a list of just some of the unique advantages of our EASE™ solution.

- Completely **hands-free** recording, uploading and archiving
- Indexing and time-stamping
- 24/7 Support and Customer Service
- An open API, which allows for seamless integration with any agenda management software
- No training needed
- Unlimited storage
- 99.99% uptime
- Latest software upgrades, no upgrade fee

Sincerely,

Natascha Ross
Swagit Productions, LLC
(P) 214.432.5905
nross@swagit.com

EASE™ – Extensible Automated Streaming Engine

The Extensible Automated Streaming Engine (EASE™) is a software framework comprised of foundation and extension modules that work together to automate many otherwise manually intensive tasks. This completely hands-off solution meets the current and future needs of your entity without creating any additional work for the city's clerks or webmasters.

- **Video Capture and Encoding**

EASE™ Encoder records content according to your broadcast schedule and transfer the recorded audio/video to the Swagit Content Network via a secure Virtual Private Network (VPN) connection, making it available for live and/or on-demand streaming.

- **Indexing and Cross Linking**

Using your published meeting agendas as a guide, Swagit's Managed Service Division (SMSD) indexes the meetings without any work from the city. SMSD will annotate your content by adding jump-to points with specific item headings, giving users the greatest flexibility to find the specific content they need. With these jump-to points, users can step through video by searching for or clicking specific items.

- **Agenda Management Integration**

If meeting packets or other related information is available online, SMSD will link them directly to the video player for easy access.

Swagit's EASE™ solution integrates with all Document/Agenda Management solutions.

- **Archiving**

Client audio/video can be stored securely on the Swagit Content Network indefinitely. Fault tolerance and high availability is assured through replication of audio/video content to multiple, geographically redundant, Storage Area Networks (SAN).

- **Presentation**

By navigating through the video library, users can view a list of meetings chronologically and once in a selected meeting you can unleash the power of the jump-to markers to search for specific points within individual audio/video clips.

- **Delivery**

In order to deliver on-demand content to end users in a format that is native to their computer's operating system, Swagit can deliver content in all major streaming video formats: Flash, Windows Media, QuickTime and Real. Swagit is proud to support Flash as its default format, which has proven itself as the format of choice from such vendors as YouTube, Google Video, ABC and NBC/Universal.

EASE™ – Extensible Automated Streaming Engine

Swagit also streams in HTML5 providing content to mobile devices such as the iPhone, iPad and other mobile devices.



■ Monitoring

Swagit is monitoring all aspects of the Swagit Content Network to ensure its health and availability. This monitoring extends to cover remote Swagit EASE™ Encoders deployed on client premises. In the rare event of trouble our engineers are promptly notified so that they may dispatch a swift response in accordance with our support procedures.

■ Statistics

Swagit collates log files from our streaming servers monthly and processes them with the industry recognized Google Analytics. Google Analytics generates reports ranging from high-level, executive overviews to in depth quality of service statistics. These reports help to highlight growth trends and identify popular content.

■ Support

Beyond our proactive monitoring and response, Swagit offers ongoing, 24/7 technical support for any issues our clients may encounter. While our choice of quality hardware vendors and a thorough pre-installation testing phase go a long way toward ensuring trouble free operation of our EASE™ Encoders, we do recognize that occasionally unforeseen issues arise. In the event that our engineers detect a fault, they will work to diagnose the issue. If necessary, next business day replacement of parts will be completed. Swagit offers continual software updates and feature enhancements to our services and products for the life of your managed services contract.

PRICING – EASE™ Monthly Managed Services

Swagit's Extensible Automated Streaming Engine (EASE™) solution meets all current and future needs for government *without* creating any additional work for staff. EASE™ is a hands-free tool that eliminates the need for client staff members to spend time on indexing, editing or time-stamping video content. Each EASE™ package includes *On-demand* archiving, a 24/7 LIVE Stream via Internet and PEG, streaming to Apple devices (ex: iPad & iPhone) and up to 120 hours of additional specialty content each year. Client also has the ability to upload media via FTP as an option if live streaming is not applicable.

Service Description		Costs (Monthly)
Package 1	(EASE™) Up to <u>25</u> indexed meetings a year	\$ 695.00
Package 2 with remote switching of cameras	(EASE™) Up to <u>25</u> indexed meetings a year	\$ 895.00
Package 3	(EASE™) Up to <u>100</u> indexed meetings a year	\$1,275.00
Package 4 with remote switching of cameras	(EASE™) Up to <u>100</u> indexed meetings a year	\$ 1,925.00
(OPTIONAL) Services/Upgrades – Individual Pricing		Costs
24/7 Live Stream – Around the clock SD stream of PEG Channel		\$ 250.00/month
Additional Edited and On-Demand indexed meetings (Per additional meeting)		\$ 150.00/meeting
Remote Switching (Approved Broadcast Systems Only) *		\$ 150.00/event
AT&T U-verse® Service (If not bundled with other offers)		Call for Quote
Programming, Development or Design Implementation		\$ 120.00/hour
Closed Captioning Services (If not bundled) **		Call for Quote
Onsite Encoder Installation (To include travel costs)		Call for Quote
Video Integrated with AgendaQuick		\$1,150.00

We offer a Price Match Guarantee for all "apples-to-apples" services.

* Must have *approved broadcast system(s)* and *reliable Internet Connection*. (Up to 3hr event)