imdg
audio visual systems consultants
integrated media & design group

Museum of the Chinese American
70 Mulberry Street
New York, NY 10013

December 3rd, 2007

To: Matt Kershnar
Sam Krueger
Cynthia Lee

Re: Proposal for position of Technical Director

Thank you for this opportunity to team up with your staff on this most important project. Timing is everything and your decision to assign this position could not have come at a better time from both the projects point of view and our availability. My staff and I are prepared to commit our combined skills, talent, and resources to benefit the outcome of project to exceed your expectations on every level that we are responsible for.

As Technical Director, our responsibilities for the project shall be inclusive of the following tasks associated with Audio Visual and IT Technology Systems to be deployed at the Museum of the Chinese American (MOCA) as subsystems of the exhibitions in place for the visitor experience. This shall include both the permanent and temporary systems to be commissioned for the museum opening, scheduled for the fall of 2008. In addition to the technology to be located in the public spaces, Integrated Media Design Group (IMDG) shall also provide direction for the “back of house” systems to be located in the IT Room (control room), Conference & Meeting Rooms, Reception, Classrooms, and Gift Shop.

The Integrated Media Design Group team shall include our Systems Engineering department (to produce technical drawings of the exhibit and other subsystems in CAD) and our certified Crestron Programming department to develop the specifications for each activity and the global management of the space (daily on / off scheduling)

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The role of the Technology Director shall include (and not be limited to) the following areas of responsibility:

1. Select and Specify Equipment & Components required to provide a fully operational subsystem that supports the intent and ideas to be communicated for the visitor's experience as outlined in the activity description and current specification for each of the exhibit activities (9 Exhibits).

    a. Discuss exhibit concepts with design team and finalize the design for each exhibit subsystem making decisions for how activity shall start, end, and size of audience (type of audio playback) and visitor throughput.

    b. Develop Equipment List & provide associated budgets inclusive of any spares deemed necessary to maintain the exhibit for the 1st year in operation (lamps, etc.) and any back-up equipment required to avoid "down time" in the event of a device failure.

    c. Develop and finalize budgets for equipment.

    d. Produce Cut Sheet Submittal containing pertinent data related to equipment selections.

2. Design & Develop "back of house" Control Room (BOH), create Rack Elevations and distribute available "real estate" for Exhibit Activity Support, Network Equipment, Security, & Communications (Phone System).

3. Design and develop sub-system support infrastructure – specify power requirements for front of house exhibits and back of house control room, determine type of power required (Utility, Technical, UPS).

    a. Specify low voltage cabling vertical riser and horizontal distribution – discuss and determine methods and options (conduit, poke through and stub ups, cable tray, and/or "free air" for both current needs and future expansion to run signal from BOH to visitor space (FOH, front of house)

b. Discuss, design and develop infrastructure for “Changing Exhibit Space” accounting for maximum flexibility and ease of use.

c. Select and specify required types of low voltage cabling necessary to support exhibit activities. Determine if cable is Plenum or Non-Plenum type.

d. Specify installation practices associated with terminating, labeling, testing, and dressing of installed cables.

4. Provide specifications for automation and control systems to be employed as required for each exhibit activity and for global museum management over daily start-up and shut down procedures.

a. At this time, MOCA will operate without an “on staff” AV Systems Administrator. The Day Mode (systems are on) and Night Mode (systems
are off) shall be supervised by a Global Control System which shall automate the start –up and shut down procedures according to the hours that the museum is open to the public. This system shall contain an “Override” mode which shall enable the system to remain on past normal museum closing hours for special events and occasions that occur outside of the programmed schedule. Integrated Media Design Group shall create the specification for the required components and programming of this sub-system.

b. Coordinate and specify requirements for the provision of Remote Access (both LAN & WAN) to allow for off-site monitoring, trouble shooting, and up-dates or modifications to the Control Systems.

c. Other Control Systems – Depending on the exhibit activity, there may be sub-systems using proprietary or other custom applications to drive the user experience that is authored by others. It will be mandated that the custom applications have the ability to “fit the envelope” of the MOCA infrastructure and can be automated and supervised by the global control system in place.

5. Specialty Sub-systems – There will be activities and exhibits that are developed and created by sub-contracted vendors. IMDG will coordinate with these vendors and make recommendations to employ certain equipment that may be used at other activities. For example, if the activity uses a computer, it should be of the same "standard" manufacturer / configuration that are used. The same would hold true for speaker type, monitor type, etc. This way, if MOCA has certain spare equipment on hand, the ability to make a quick change out is facilitated.

6. Coordination with Exhibit Fabricator – Furniture and cabinets will be custom fabricated by an outside vendor that has been designed by the MOCA design team to support the exhibits in the visitor spaces. IMDG will coordinate with this vendor to provide details related the AV Equipment to be installed in the cabinets in an effort to "streamline" the final fit-out on site prior to MOCA's opening.

    a. Provide details for wire management, locations for where cables enter or exit cabinet.
    b. Ventilation – provide details of location of vent holes or fans required to ventilate cabinets. Specify fan type (quiet), required CFM, and any filters that are used with the fans to prevent small dust particles from contaminating equipment.

    c. Provide details for any blocking required to support monitor mounts and dimensions for openings to fit monitors.

    d. Access to cabinets – Coordinate with fabricator to locate access doors in convenient locations (subject to visibility) to enable quick and easy access to service equipment.

7. On Site Subcontractors – provide details to General Contractor and Electrical Contractor as related to the installation of any AV Equipment – Elevation and locations for wall or ceiling mounted devices (monitors, speakers) to provide blocking, structural support, or openings as required. For EC, coordinate device locations and elevations as required. These details will be communicated by including notes and diagrams on architectural plans.

8. Content Producers – Media and Content intended for display on Exhibit Subsystems will be produced by 3rd party content producers and editors. IMDG shall provide direction and create specifications for formatting and file types to be published a final output. This is to insure compatibility with playback systems to be employed at MOCA. The specifications will include the directive to provide "back-up" files to be kept by MOCA in the event of a drive error that requires a machine to be re-formatted and have its applications and content re-installed after a catastrophic system crash.

9. Selection of System Integrators – IMDG shall produce an industry standard RFP package using a standardized "boiler plate" format familiar to AV integrators in our industry.

    a. Recommend possible candidates to be recipients of the RFP package

    b. Review and level RFP submittals and assist MOCA in making vendor selection based upon quality of work and competitive pricing. The criteria for how the submittals will be evaluated will be discussed with MOCA and a vendor will be selected based upon the candidates rating.

10. Other Areas- Advise on AV Hardware Specifications and budgets for Rotating Gallery, Public Programming Spaces, Conference Rooms, and Classrooms.

    a. Provide equipment specification, develop budgets, and submit cut sheet package of recommended equipment for above.

Other Notes & Responsibilities:

Meeting Attendance – It will be necessary for Integrated Media Design Group to attend meetings at MOCA with the design team, Media & Content Producers, other contractors, etc. These meeting will be "working meetings" to discuss exhibit throughput, User Interface, Type of Audio, etc. We will be able to "brainstorm" and flush out ideas to arrive at the final exhibit specifications. In addition, we may meet with suppliers or other parties here at our offices.

Meeting time has been included in the proposed costs for Integrated Media Design Group services.

Crestron – Crestron Technology (for Automation, Control, and most signal transport) will be employed where best suited. In addition, Crestron has equipment that would be considered “generic” and these devices can be used as well (Audio Amplifier, Video Switchers and Routers, Signal Distribution Components). Other manufacturers will have Video & Audio Server/Player Solutions (MPEG Files, Audio Tracks) and this device will be controlled by Crestron Controllers.

Global Automation of the museum (day mode / night mode) will be automated by Crestron, and that can include Gallery & Show Case Lighting Circuits

Costs:

The budget for the scope of work described in this document has been broken own by hours and shown on the spreadsheet below. We feel that these are sufficient hours to produce the Technology Package over the next 6 – 8 weeks and carry over as consultant up to opening day and beyond. This way Integrated Media Design Group’s expertise and knowledge can be accessed to be involved with any issues that arise that our experience may be able to solve.

We would like to be part of this project through the entire duration, and the hours listed are spread out over as much time as it take. Unless you add spaces or other major exhibits, we will have no reason to issue change orders or ask for more time, consider this as fixed and not to exceed quotation.

Note: Out of Pocket Expenses for items like multiple copies of plans, travel outside of NYC, etc, will be billed at cost if required.

Technical Direction - Revised 12/26/07					
10 portraits	10		$ 150.00	$ 1,500.00	
Map Movies	10		$ 150.00	$ 1,500.00	
Story Map / Story Table	14		$ 150.00	$ 2,100.00	
China Rising	6		$ 150.00	$ 900.00	
Old Store	5		$ 150.00	$ 750.00	
Red Scare	5		$ 150.00	$ 750.00	
Nixon Video	5		$ 150.00	$ 750.00	
C100 and Beijing or Bust Video	5		$ 150.00	$ 750.00	
Angel Island.	4		$ 150.00	$ 600.00	
Global Automation (Can include Lighting Control) Master Museum On/Off Switch	4		$ 150.00	$ 600.00	
Changing Exhibit Space	4		$ 150.00	$ 600.00	
Conference, Meeting, Classrooms, Reception, Gift Shop	8		$ 150.00	$ 1,200.00	
Back of House CR, Control & Signal Infrastructure, Power Requirements & Assignments	8		$ 150.00	$ 1,200.00	
System Engineering - Single Line Drawings related to exhibits, Infrastructure, Rack Elevations & CR Layout	46		$ 115.00	$ 5,290.00	
Coordination w/ Content Producers	4		$ 150.00	$ 600.00	
Coordination w/ Exhibit Fabricator	4		$ 150.00	$ 600.00	
Coordination with GC / EC	4		$ 150.00	$ 600.00	
Meeting Attendance	10		$ 150.00	$ 1,500.00	
Misc. Technical Assitance & Responsibilty post selection of AV Systems Integrator	12		$ 150.00	$ 1,800.00	
	0		$ 150.00	$ -	
				TOTAL: $ 23,590.00	
					$ 23,590.00
					$ 23,590.00

MM Exhibit Notes: (Underline = Story DB content; *Italic* = Std video and/or audio content)

Underline 10 portraits. 2 LCDs per panel (interior, exterior). Story DB content. Holosonic audio.
- LP will create the video content. Scripts provided by writers from MoCA.
- MP will need to advise on the hardware and installation method.
- Find hardware installation group.
- MPG Players (10) in server room will accept updates from master server. Audio/Video will be sent over Crestron.

Underline Map Movies. Modified Story DB content. No audio.
- LP will create all movies. 5 movies, 2 min each.
- 5 LCD screens required. 1 mpg box required per display. A/V via Crestron.
- Find hardware installation group.
- Define and create story management and selection interface.
- Determine a way to transition each individual story together into a seamless video.
- Determine if story database will be in-house/external. If external, how will it be housed internally and replicated.

Underline Story Map / Story Table. Story DB content. No audio.
- Story collection app online at mocanyc.org. There are still some edits that need to be made.
- Want to create interactive table to filter and present in a unique way.
- Still need to define UI, database, story structure and database storage.
- Find hardware fabricator to create table.

China Rising. Std video content. No audio. Separate DB?
- View of goods and people moving between China and US.
- Collecting statistical data from various sources.
- 5 LCD screens (?) along a single wall.
- LP is developing the database and UI and user display.
- Find hardware fabricator.

Old Store. Std video content. No audio.
- Need direct feed of 1930s street scene to both projectors.
- Find local hardware person to set up straight video (DVD?) to projectors. Small time a/v person is fine.
- Determine content format and method to send to display.

Red Scare. Std video content. Holosonic audio.
- Need smaller a/v group (?) for design of station.
- Content is readily available.
- Determine content format and method to send to display.

Nixon Video. Std video content. No audio.
- 1 LCD playing Nixon/Mao interview video.
- Determine content format and method to send to display.

C100 and Beijing or Bust Video. Std video content. Audio via headphones.
- 2 LCDs (smaller) playing video content on loop.
- Need a/v editor to help w/ video content for c100.
- Need a/v editor to splice content for BorB video.
- Determine content format and method to send to display.

Angel Island. No video, holosonic audio.
- Interrogation station.

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