

UNIVERSITY OF NEBRASKA-LINCOLN
Office of University Services
Purchasing Department
1700 "Y" Street
Lincoln, Nebraska 68588-0645

April 14, 2008

Invitation Number 204196

ADDENDUM NO. 3

Request for Proposals #204196
For
Media Archival Storage System (MASS)

The following information is provided regarding questions to the initial Request for Proposals #204196, Media Archival Storage System which proposals are scheduled for public opening Thursday, **April 24**, 2008 at 2:00 PM, local time:

1. Q: Can you describe the workflow to and from the AVID system and Digital Assessment Management System and web portal in more detail?

A: General Workflow is log and capture media to central storage making it available to be imported into the editing environments. Media within the Central storage can be sent to a link as proxy format for internal or external users to view via a browser and request a high res version.

2. Q: Can you provide more detail on the web portal access?

A: The web portal should allow for secure access of proxy content for viewing, a way to order and pay for high res content. This might be via a huskers.com link to the secure server.

3. Q: Content flow - are you expanding Avid Unity (yes, from addendum)?

A: Avid storage expansion is in the RFP as a separate line item.

4. Q: Will you add Avid transfer manager (I think it's now called Interplay Transfer)?

A: No.

5. Q: If yes, we'll need archive manager, i.e. SGL, Front Porch or Masstech.

- Do you have an interface to Avid for content movement in/out
- If yes, next question, which archive manager have you integrated?
- If no, how do you expect to interface to Avid?
- What is content flow interface to Husker.com? Or will you use The DAM to build husker.com?

A: There is no archive manager in place and this should be part of the RFP. At this time there is no content to Huskers.com other than the Live streaming and highlights that are posted for each sport. There is nothing for purchasing media.

6. Q: Photo, Audio and Video delivery - By delivery its usually meant that the user is given an option to either download, FTP or email the asset. Is there any other delivery mechanisms that you are looking at ?

A: The user logging into the system would request an asset and then it would be placed on an ftp server by HuskerVision and a temp login and password would be sent to the requesting user.

7. Q: Watermarked proxy resolution -

Can you please specify if watermarking is needed for both Images & Video's?

There are two kinds of water marking which is available, Visible & Forensic. Usually while importing/Ingesting an asset Visible watermarking is applied and while exporting or delivering it to a CDN (content delivery network) forensic watermarking is applied. Please elaborate on your watermarking requirements.

A: We want the visual water mark on video proxy asset as well as the photos that are available on the web.

8. Q: Interface with credit/debit card purchasing functions - Is there any shopping cart feature which needs to be implemented along with this?

Also, do you have any existing third party tool for payment gateway systems?

A: The shopping cart feature is something we will want to do and will need to have this feature so that it can be implemented in the future. This can be added later after the initial system is working.

9. Q: Metadata customization - This would include creating the Metadata model and writing scripts to insert data into the tables. UNL would give us the required metadata information and the corresponding data. Is this assumption correct?

There is no mention of creating Users, User Groups, User Roles and Security Policies. Is this part of the current RFP?

A: As part of the media ingest process the metadata added would be things like description of the scene, play and player involved, timecode and duration, date, opponent etc., we would be able to provide the vendor with those fields. We would want any User restrictions and permissions to be included within the RFP.

10. Q: Synchronization of XML data - As per our understanding, for any specific event an XML stat will be read from huskers.com & statcrew for creating game archives. Next time if an XML stat is read for the same event with a timestamp, any additional information coming with this XML will be added to the already created game archive.

Please validate our understanding

A: Data entered during the ingest process is not dynamic. In other words, once entered it would not change later unless there were a copy made that was sent to another editor or the media needed an approval flag set.

11: Q: Perform remote logging and editing on location with that data -

If the data is imported in to UNL system, what is meant by 'remote logging' and 'editing on location'? Can you

please elaborate more on this?

A: We wish to be able to log and edit the video content on location (such as an away football game) then bring this edit decision list back to the studio and assemble the video for the coaches broadcast show. This log and assets can then also be stored in the central storage.

12. Q: Develop the interface to link the end-user via Huskers.com to shared acquisition footage and search the library database-

What is this shared acquisition footage? Is there any persistent storage for this footage? If yes, should the interface give an option to the user to search on this storage, DAM archival and library database?

A: General Workflow is log and capture media to central storage making it available to be imported into the editing environments. Media within the Central storage can be sent to a link as proxy format for internal or external users to view and request a high res version.

13. Q: Is there any specific transformation/transcoding tool that you are looking for converting Legacy formats in to the industry standard formats?

A: Legacy analog footage should be captured at least DVCPRO50 compression into .mov files that can be imported into an editing system be it Avid or FinalCut Pro. An interface similar to the Black Magic design or AJA cards should be used for the analog tape media.

14. Q: What type of content are we dealing with? Is it compressed or uncompressed?

If compressed, what type of compression? MPEG2, MPEG 4 or JPEG2000?

If uncompressed, is it SD, HD or 2K?

A: Legacy footage (betacamSP, DVD, DVCPRO25 should be captured a DVCPRO50 compression rate. It is the goal at this time to capture to P2 in 720P60 MXF (DVCPRO100 compression).

15. Q: Will capture servers need to capture/ingest natively in that format?

A: Legacy footage (betacamSP, DVD, DVCPRO25 should be captured a DVCPRO50 compression rate. It is the goal at this time to capture to P2 in 720P60 MXF (DVCPRO100 compression).

16. Q: What is the max number of streams being played back? This would include broadcast streams as well as editing.

A: With 3 on-line Adrenalines now and considering more editing stations, be they Avid or Final Cut Pro, there could be as many as eight (8) to twelve (12) concurrently.

17. Q: How many systems would be capturing/ingesting simultaneously?

A: We would like to have 3 to 4 ingest stations. We do not know that they would all run concurrently but they could.

18. Q: What are the preferred platforms for the ingest servers? Windows or Mac?

A: I would prefer the use of Mac Servers but it is open for discussion.

19. Q: Do they have a preferred ingest card in mind such as Aja or Bluefish?

A: We are familiar with the AJA cards and the BlackMagic Designs.

20 Q: 1. How many hours of content in current video tape library?

a. Would this be re-ingested and sent to the new digital archive?

A: There is about 500-600 hours of videotape in the analog library and 60-70 hours are added each year. Since there is no current digital archive, all media will be ingested for the first time and any metadata added at this time.

21. Q: What is the desired archive format after ingest?

A: Analog capture at a compression of at least DVCPro50 in MXF files or Mpeg2 I-Frame about 30M/bs,

22. Q: What are all of the formats that content would be repurposed for? WEB, VOD, IPTV etc – please provide bit-rate, wrapper, essence, GoP structure, audio format and number of audio channels

a. Please also provide closed captioning requirements as well.

A: Currently we compress features for web delivery as .WMV files 750K/bs 320x240

Live streams are streamed at 350kbs. All Broadcast shows are closed captioned via line21 encoder and connected to a live caption source when the shows are delivered to the stations via satellite.

In the future we want to be able to deliver .mov files for cell phones to HD Mpeg2 and 4 for broadcasters.

23. Q: Expected workload –

How much data will be ingested and archived per day as well as potentially restored per day?

A: On game day you could ingest two (2) to three (3) hours.

24. Q: Is the intent to repurpose an existing DLT library?

a. What is the model, number of slots, type of drive and drive interface?

b. Will this library be shared with another application?

c. ACSLS?

A: There is no present DLT library currently in HuskerVision.

25. Q: What is the desired workflow of content in and out of the Avid environment

A: Currently we move files around with media tool, opening projects from different edit rooms.

26. Q: What is the desired workflow of content in and out of any Final Cut Pro environment?

A: The workflow of Final Cut Server with check in and check out of media, being able to open projects on in different edit rooms.

27 *"The turn key portal based system will provide multiple seat logging applications, rough cut editors, multiple logging templates"*

Q. Would you please describe your logging requirements in more detail? For instance, are you looking for a sport-specific logging solution with a user interface and data schema designed specifically for baseball, basketball, etc? Or, are you looking for a "generic" logging solution that allows anyone to 'annotate' any video while they watch it, resulting in a timecode-specific index that can be searched, viewed, etc?

Q. How many logger seats are required?

Q. Also, regarding rough-cut editors, do you prefer or require a thick-client editor or thin-client, web-based solution? How many seat are required?

A: The logging software will be used for all sports highlights providing information about each media clip that can later be searched by key words. We would guess that 3 desktop logging stations and 2 field or portable station would be required.

Whether the editors were thick or thin client, we would like vendor recommendations.

As long as the editor can generate an XML file that can be opened in the production editor timeline.

28. *"A portal based web server system (managed by Media Relations) will be capable of, but not limited, to providing features such as on-line registration for camps and events, calendars..."*

Q. Could you please give some examples of other requirements for the 'portal'?

A: The user logging into the system would request an asset and then it would be placed on an ftp server by HuskerVision and a temp login and password would be sent to the requesting user.

29. *"Develop a logging and identification system that will be capable of tracking our current tape library footage defined by timecode (or control track tape timer (HH:MM:SS) should timecode not be available as in VHS or DVD formats), tape numbers and recording dates)"*

Q. Is this system to manage the content once it's been encoded from this physical media, or do you require a physical library management solution?

A: The only real requirement of managing the physical media, would be entry into a database confirming the asset had been captured and the tape had been return to the shelf or recycled.

30. *"The ingest interface for Legacy media must support RS422 machine control and must allow the user to mark in and out points so the batch capture may occur capturing high resolution version and a proxy copy at the same time"*

Q. Do you plan to use your existing encoding and capture systems or do you expect respondents to supply them as part of this solution? If the latter, how many capture systems to you need, or do you have some volume metrics to help us figure out how many are needed?

A. We will want 2 – 3 Capture station with the ability to add down the road.

31. *Price Summary*

Q. So that we may price the needed software components, can you tell us how many users exist for the entire solution? Could you break them into two categories:

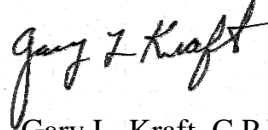
1. Internal users, managing content, etc. "Power Users"
2. End users of the portal site who will largely only search, view, download, etc.

A: Internal users are estimated to be 6-8 and access from the outside via the portal could be anywhere from 10-20 local and regional broadcasters plus any subscription web requests. We expect this to be low at first until web based media content delivery is more common with the broadcaster.

All other specifications remain the same.

For further information, please contact the buyer, Tom Hansen, Purchasing Department, Phone (402) 472-8398.

University of Nebraska-Lincoln
Board of Regents



Gary L. Kraft, C.P.M.
Director of Purchasing & Materiel Services