

# Statement of Work

This statement of work is prepared for MessagePoint.TV Managed Services by and between City of Key West Florida (Customer) and Message Point Media of Alabama, Inc (MPM).

This Statement of Work is subject to the terms of the Master Services Agreement between Customer and MPM and the provisions of the Master Services Agreement are incorporated herein except to the extent amended hereunder. This Statement Work ("SOW") covers the scope of the service as they pertain to the delivery of managed digital signage / messaging services and professional design and consulting services ("Service(s)" or "Solution") by MPM for the benefit of Key West Transit Dept (End Customer).

## **1.0 Scope Overview**

This quote represents the current pricing for an additional 16 Gillig buses of the same configuration, with dual air-door mounted MPTV37sw displays, provisioning, configuration, and installation with associated cabling/mounting.

Price includes pre-existing licenses along with additional 16 for the FY21 deployment. Support @ fully managed with a volume discount screens with continuation for Ad+ module.

## **2.0 Project Deliverables**

### **2.1 Hardware Deliverables**

All hardware necessary for the successful execution of the project will be procured, provisioned, delivered, and installed by MPM. Please refer to document MP-BOM-10201 for the full bill of materials.

### **2.2 Documentation Deliverables**

All documentation deliverables will be provided to the customer for approval.

Document	Purpose
Project Schedule	Provides a baseline schedule document for project planning, deliverable timelines, and schedule adherence.

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Site Survey Report	Provides a report to the customer of each unique installation site and/or vehicle variant. This report will be used to generate the installation design document.
System Design Document	Provides overarching design methodology for the system
Visual Design Document	Provides visual design criteria, brand standards, visual application layouts, screen layouts & sample content campaigns
Installation Design Document	Provides the plans for the installation including mounting, power, and connectivity requirements.
Factory Acceptance Test Plan	Provides the mutually agreed upon list of parameters to be tested for pre-deployment factory acceptance and their associated acceptance criteria.
Hardware Reference Manuals	Hardware reference technical manual for all MPTV variants supported by this contract.
MPTV User Guide	User guide for the MPTV content management platform.
System Acceptance Test Plan	Provides the mutually agreed upon list of parameters to be tested for system acceptance and their associated acceptance criteria

### **3.0 Scope of Work**

#### **3.1 - Project Kickoff**

Within seven (14) days of receiving a signed scope statement, MPM will reach out to schedule a project kickoff meeting with all relevant customer stakeholders and the MPM project team. The purpose of this meeting is to review project milestones and identify key points of contacts, responsible parties, and any currently known project constraints that require consideration during the execution of the project.

#### **3.2 - Preliminary Documentation Review**

During the kickoff meeting, MPM will review the existing As-Built drawings, visual design, and system design documentation to verify any changes that need to be made. All documentation modifications will be updated and provided to the end customer for verification.

#### **3.3 - Hardware Procurement**

Following approval of the Preliminary SDD and IDD, MPM will coordinate with manufacturers, suppliers, and vendors to procure all hardware necessary for the execution of this project. In addition to the hardware deliverables outlined in bill of materials indicated by section 2.1, this procurement will also include required fasteners, cabling & connectors.

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### **3.3.1 - Hardware Provisioning**

MPM will provision installation hardware for the bulk installation at the MPM facility. This provisioning will include the installation of all software necessary for the delivery of real-time infotainment content, hardware & software configuration, quality assurance testing, and the creation of hardware installation kits for shipping.

### **3.3.2 - Factory Acceptance Testing (FAT)**

Following the initial provisioning and configuration of hardware, MPM will schedule and perform Factory Acceptance Testing(FAT). FAT will take place at the MPM facility in Birmingham, AL. Acceptance criteria will be established between MPM and the customer by mutually agreed upon parameters.

### **3.3.3 - Hardware Delivery**

Following the Hardware Provisioning, MPM will arrange shipment of all pilot hardware to the End Customer installation location.

### **3.4 - Installation**

Upon verification that all equipment has been received at the customer site, MPM will schedule and perform the installation of all equipment at each designated site and/or vehicle.

### **3.5 - Go-Live & Transition to Support**

Following a successful installation, the screens will be powered on and considered to be "live." The "Go-Live" date will serve as the effective start date of the annual licensing period and transition the network to support. transitioned to support and annual licensing will go into effect

#### **3.5.1 - MPTV Content Management System**

MPM will provide sixteen(16) additional annual licenses for our MPTV Content Management System, bringing the total customer licenses to twenty(20). This license provides access to OnSign TV and the MPTV ecosystem of custom visual applications.

##### **3.5.1.2 - MPTV - Fully Managed Support**

The MPTV license for this implementation will be supported at the fully managed service level. This service level will be conform to the service levels outlined in the Master Services Agreement between MPM and the customer.

##### **3.5.2 - Advertising Proof of Play**

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MPM will provide the customer with access to it's Advertising module. This capability provides proof-of-play reporting functionality to the agency for the fulfillment and sale of ad-space on the MPTV platform.

### **3.6 - System Acceptance Testing (SAT)**

Following the complete installation of hardware, MPM will schedule and perform System Acceptance Testing(SAT), followed by a fourteen(14) day burn-in period. SAT may take place at the End Customer facility or through remote conference, contingent on travel constraints and End Customer preference. Acceptance criteria will be established between MPM, the customer, and end customer by mutually agreed upon parameters.

#### **3.6.1 - System Acceptance Test Plan**

Prior to the SAT, MPM will provide a system acceptance test plan. This document will outline testing parameters and acceptance criteria as defined through mutual agreement between MPM, the customer, and end customer.

#### **3.6.2 - Burn-In**

The system acceptance will conclude with a 14 day Burn-in period, where After the significant issue is resolved, the 14-day burn-in timer will restart. After the timer expires, the system will be considered to be accepted. At this point, MPM will schedule all required project closeout activities and invoicing activities.

### **3.7 - Project Closeout**

Upon system acceptance, MPM will coordinate with the customer to provide project closeout activities, including, but not limited to: verifying all documentation deliverables have been submitted, scheduling and participating in project closout meetings, and verifying (if applicable) spare stock counts are accurate.

#### **3.7.1 - Final Documentation**

Following a complete installation, MPM will provide final documentation prior to system acceptance and project closeout.

## **4.0 Project Milestones**

<b>Milestone</b>	<b>Acceptance Criteria</b>	<b>% of Contract Value</b>	<b>Amount Invoiced</b>
<b>Kickoff</b>	Successful scheduling and	25% of	\$38,376.88

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	completion of the project kickoff meeting between MPM & Key West Transit Dept.	hardware and professional services	
<b>Equipment Delivery</b>	Equipment is delivered to Key West Transit Dept.	25% of hardware and professional services	\$38,376.88
<b>Installation</b>	All required screens are installed.	25% of hardware and professional services	\$38,376.88
<b>Go Live</b>	MPTV platform license activated and solution is live.	100% of Base MPTV license & support	\$27,480.00
<b>System Acceptance</b>	System is verified to be operating as intended following a fourteen (14) day burn-in period and a successful system acceptance test.	25% of hardware and professional services	\$38,376.88

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Section II: Scope Agreement

## Scope Acceptance Agreement

The undersigned hereby agree to this Project Scope as outlined in this document and all ancillary documents referenced therein. By signing, each representative acknowledges they have reviewed all associated documentation in full and have found no exception, as listed below:

- MP-SOW-10201
- MP-BOM-10201

Additionally, the undersigned assert they are empowered by their respective firms to enter into agreement under the authority of their office within the scope of this project. Further, the undersigned acknowledge that any future deviations from the scope of work in this agreement will require a legally binding change order agreement, unless such action is deemed unnecessary and waived by the mutual agreement of both parties.

{{Signature:Recipient1\*}}

{{Signdate:Recipient1}}

{{Fullname:Recipient1}}

{{Jobtitle:Recipient1}}

{{Company:Recipient1}}

{{Email:Recipient1}}

{{Signature:Recipient2\*}}

{{Signdate:Recipient2}}

{{Fullname:Recipient2}}

{{Jobtitle:Recipient2}}

{{Company:Recipient2}}

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