

ORIGINAL



June 7, 2010

Ms. Shelly Murray
Department of Administration
Purchasing Division
Building 15
2019 Washington Street, East
Charleston, WV 25305-0130

Softeq Development Corporation
1155 Dairy Ashford, Suite 125
Houston, Texas 77079

281.552.5000 main
281.552.5099 fax

www.durateq.com

Dear Shelly:

On behalf of Softeq Development Corporation, we are proud to present this proposal in response to your Request for Quotation on bid opening day June 8, 2010.

You will find the proposal formatted according to the Part 4 Proposal Format and Response Requirements listed in RFQ Number DCH10050 beginning on page 22 of the document. We are confident that we meet the technical requirements for an Assistive Technology System and we look forward to your review and next steps.

To ensure our success, we are joined by two subcontractors who are prominent in their fields of expertise in this proposal. For content development services, we have hired WGBH Media Access Group of Boston, MA to provide scripts and recorded audio descriptions to include on our devices for playback. For electrical contracting and fixed equipment installation services, we have hired Progressive Electric, Inc. from Charleston, WV. They have experience working at your venue and thus are the most knowledgeable about your electrical system and will provide the highest quality service.

Thanks for the opportunity and we look forward to serving the State of West Virginia and your outstanding museum.

Sincerely,

Trey Litel
VP Sales & Business Development

RECEIVED

2010 JUN -8 AM 10:07

WV PURCHASING
DIVISION

1	STATE OF WEST VIRGINIA REQUEST FOR QUOTATION
2	STATE OF WEST VIRGINIA REQUEST FOR QUOTATION ADDENDUM NO. 1
3	SOFTEQ DEVELOPMENT PROPOSAL
4	STATE OF WEST VIRGINIA PURCHASING AFFIDAVIT
5	SOFTEQ DEVELOPMENT CERTIFICATE OF INSURANCE EXAMPLE
6	SOFTEQ DEVELOPMENT MARKETING MATERIALS
7	WGBH SCRIPT and AUDIO SAMPLES
8	CD CONTAINING AUDIO SAMPLES and ELECTRONIC BID DOCUMENTS



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Request for Quotation

RFO NUMBER
DCH10050

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF
SHELLY MURRAY 304-558-8801

VENDOR

*507114338 77079
 SOFTEQ DEVELOPMENT CORP
 1155 DAIRY ASHFORD STE 125
 HOUSTON TX 77079

SHIP TO

DIVISION OF CULTURE & HISTORY
 CULTURAL CENTER
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0300 558-0220

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
04/15/2010	NET 30		DESTINATION	FREIGHT QUOTED
BID OPENING DATE: 06/03/2010		BID OPENING TIME 01:30PM		

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	LS		205-66	SEE QUOTATION	
<p>REQUEST FOR PROPOSAL</p> <p>THE WEST VIRGINIA PURCHASING DIVISION, FOR THE AGENCY, THE WEST VIRGINIA DIVISION OF CULTURE & HISTORY, IS SOLICITING PROPOSALS FOR AN ASSISTIVE TECHNOLOGY SYSTEM THAT PROMOTES FULL ACCESS TO INTERPRETIVE MEDIA THROUGHOUT THE WEST VIRGINIA STATE MUSEUM AND ENSURES THAT PEOPLE WITH PHYSICAL AND MENTAL DISABILITIES HAVE ACCESS TO THE SAME INFORMATION NECESSARY FOR SAFE AND MEANINGFUL VISITS TO THE WEST VIRGINIA STATE MUSEUM.</p>						
<p>MANDATORY PRE-BID</p> <p>A MANDATORY PRE-BID WILL BE HELD ON 05/13/2010 AT 10:00 AM IN THE GREEN ROOM OF THE CULTURAL CENTER. ALL INTERESTED PARTIES ARE REQUIRED TO ATTEND THIS MEETING. FAILURE TO ATTEND THE MANDATORY PRE-BID SHALL RESULT IN DISQUALIFICATION OF THE BID. NO ONE PERSON MAY REPRESENT MORE THAN ONE BIDDER.</p> <p>AN ATTENDANCE SHEET WILL BE MADE AVAILABLE FOR ALL POTENTIAL BIDDERS TO COMPLETE. THIS WILL SERVE AS THE OFFICIAL DOCUMENT VERIFYING ATTENDANCE AT THE MANDATOR</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS		
SIGNATURE <i>Christopher A. Howard</i>	TELEPHONE (281) 552-5000	DATE 06/07/2010
TITLE CEO	FEIN 76-0532980	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

GENERAL TERMS & CONDITIONS REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
4. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods this Purchase Order/Contract becomes void and of no effect after June 30.
5. Payment may only be made after the delivery and acceptance of goods or services.
6. Interest may be paid for late payment in accordance with the *West Virginia Code*.
7. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
8. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
9. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
10. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern the purchasing process.
11. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
12. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
13. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at www.state.wv.us/admin/purchase/vrc/hipaa.htm and is hereby made part of the agreement. Provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
14. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
15. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, and the West Virginia Insurance Commission. The vendor must provide all necessary releases to obtain information to enable the director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
16. **ANTITRUST:** In submitting a bid to any agency for the State of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the State of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division. Complete all sections of the quotation form.
2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Unit prices shall prevail in case of discrepancy. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
4. All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130
5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W.Va. C.S.R. §148-1-6.6).



State of West Virginia
 Department of Administration
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 2019 Washington Street East
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Request for Quotation

RFP NUMBER
DCH10050

PAGE
2

ADDRESS CORRESPONDENCE TO ATTENTION OF
SHELLY MURRAY 304-558-8801

*507114338 77079
 SOFTEQ DEVELOPMENT CORP
 1155 DAIRY ASHFORD STE 125
 HOUSTON TX 77079

DIVISION OF CULTURE & HISTORY
 CULTURAL CENTER
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0300 558-0220

VENDOR

SHIP TO

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B	FREIGHT TERMS
04/15/2010	NET 30		DESTINATION	FREIGHT QUOTED
BID OPENING DATE: 06/03/2010		BID OPENING TIME 01:30PM		

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>PRE-BID. FAILURE TO PROVIDE YOUR COMPANY AND REPRESENTATIVE NAME ON THE ATTENDANCE SHEET WILL RESULT IN DISQUALIFICATION OF THE BID. THE STATE WILL NOT ACCEPT ANY OTHER DOCUMENTATION TO VERIFY ATTENDANCE. THE BIDDER IS RESPONSIBLE FOR ENSURING THEY HAVE COMPLETED THE INFORMATION REQUIRED ON THE ATTENDANCE SHEET. THE PURCHASING DIVISION AND THE STATE AGENCY WILL NOT ASSUME ANY RESPONSIBILITY FOR A BIDDER-S FAILURE TO COMPLETE THE PRE-BID ATTENDANCE SHEET. IN ADDITION, WE REQUEST THAT ALL POTENTIAL BIDDERS INCLUDE THEIR E-MAIL ADDRESS AND FAX NUMBER.</p> <p>ALL POTENTIAL BIDDERS ARE REQUESTED TO ARRIVE PRIOR TO THE STARTING TIME FOR THE PRE-BID. BIDDERS WHO ARRIVE LATE, BUT PRIOR TO THE DISMISSAL OF THE TECHNICAL PORTION OF THE PRE-BID WILL BE PERMITTED TO SIGN IN. BIDDERS WHO ARRIVE AFTER CONCLUSION OF THE TECHNICAL PORTION OF THE PRE-BID, BUT DURING ANY SUBSEQUENT PART OF THE PRE-BID WILL NOT BE PERMITTED TO SIGN THE ATTENDANCE SHEET.</p> <p>TECHNICAL QUESTIONS MUST BE SUBMITTED IN WRITING TO SHELLY MURRAY IN THE WEST VIRGINIA PURCHASING DIVISION VIA MAIL AT THE ADDRESS SHOWN IN THE BODY OF THIS RFP, VIA FAX AT 304-558-4115, OR VIA E-MAIL AT SHELLY.L.MURRAY@WV.GOV. DEADLINE FOR ALL TECHNICAL QUESTIONS IS 05/14/2010 AT THE CLOSE OF BUSINESS. ALL TECHNICAL QUESTIONS RECEIVED, IF ANY, WILL BE ADDRESSED BY ADDENDUM AFTER THE DEADLINE.</p> <p>EXHIBIT 1</p> <p>LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE UPON AWARD AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS			
SIGNATURE	TELEPHONE	DATE	
<i>Christopher A. Howard</i>	(281) 552-5000	06/07/2010	
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE	
CEO	76-0532980		

WHEN RESPONDING TO RFP, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



State of West Virginia
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Request for Quotation

RFQ NUMBER
DCH10050

PAGE
3

ADDRESS CORRESPONDENCE TO ATTENTION OF
SHELLY MURRAY 304-558-8801

*507114338 77079
 SOFTEQ DEVELOPMENT CORP
 1155 DAIRY ASHFORD STE 125
 HOUSTON TX 77079

DIVISION OF CULTURE & HISTORY
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 25305-0300 558-0220

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
04/15/2010	NET 30		DESTINATION	FREIGHT QUOTED
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LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>ORIGINAL CONTRACT. THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS WRITTEN NOTICE.</p> <p>UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT, THE TERMS, CONDITIONS, AND PRICING SET HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.</p> <p>RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) SUCCESSIVE ONE (1) YEAR PERIODS.</p> <p>CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM WITH THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN</p> <p>OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR IMMEDIATE DELIVERY IN EMERGENCIES DUE TO UNFORESEEN CAUSES (INCLUDING BUT NOT LIMITED TO DELAYS IN TRANSPORTATION OR AN UNANTICIPATED INCREASE IN THE VOLUME OF WORK).</p> <p>INSURANCE: SUCCESSFUL VENDOR SHALL FURNISH PROOF OF COVERAGE OF COMMERCIAL GENERAL LIABILITY INSURANCE</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS			
SIGNATURE	TELEPHONE	DATE	
<i>Christopher A. Howard</i>	(281) 552-5000	06/07/2010	
TITLE	FERN	ADDRESS CHANGES TO BE NOTED ABOVE	
CEO	76-0532980		

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PAGE
4

ADDRESS CORRESPONDENCE TO ATTENTION OF
**SHELLY MURRAY
 304-558-8801**

FODSLEY MODEL

*507114338 77079
 SOFTEQ DEVELOPMENT CORP
 1155 DAIRY ASHFORD STE 125
 HOUSTON TX 77079

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OPENING DATE: 06/03/2010		BID OPENING TIME 01:30PM		

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>PRIOR TO ISSUANCE OF THE CONTRACT. UNLESS OTHERWISE SPECIFIED IN THE BID DOCUMENTS, THE MINIMUM AMOUNT OF INSURANCE COVERAGE REQUIRED IS \$250,000.</p> <p>WORKER'S COMPENSATION: VENDOR IS REQUIRED TO PROVIDE A CERTIFICATE FROM WORKER'S COMPENSATION IF SUCCESSFUL.</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THIS CONTRACT IS AUTOMATICALLY NULL AND VOID, AND IS TERMINATED WITHOUT FURTHER ORDER.</p> <p style="text-align: center;">NOTICE</p> <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p style="padding-left: 40px;">DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25305-0130</p> <p>THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:</p> <p>SEALED BID</p> <p>BUYER: SHELLY MURRAY</p> <p>RFQ. NO.: DCH10050</p> <p>BID OPENING DATE: 06/03/2010</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS		
SIGNATURE CEO	TELEPHONE (281) 552-5000	DATE 06/07/2010
FEIN 76-0532980	ADDRESS CHANGES TO BE NOTED ABOVE	

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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Request for Quotation

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PAGE
5

ADDRESS CORRESPONDENCE TO ATTENTION OF
**SHELLY MURRAY
 304-558-8801**

VENDOR

***507114338 77079
 SOFTEQ DEVELOPMENT CORP
 1155 DAIRY ASHFORD STE 125
 HOUSTON TX 77079**

SHIP TO

**DIVISION OF CULTURE & HISTORY
 CULTURAL CENTER
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0300 558-0220**

DATE PRINTED 04/15/2010	TERMS OF SALE NET 30	SHIP VIA	F.O.B.	FREIGHT TERMS
BID OPENING DATE: 06/03/2010		BID OPENING TIME: 01:30PM		DESTINATION FREIGHT QUOTED

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
BID OPENING TIME:				1:30 PM		
PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID:						
----- (281) 552-5099 -----						
CONTACT PERSON (PLEASE PRINT CLEARLY):				TREY LITEL		

***** THIS IS THE END OF RFQ DCH10050 ***** TOTAL:						<u>SEE QUOTATION</u>

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE: TELEPHONE: (281) 552-5000 DATE: 06/07/2010

TITLE: CEO FEIN: 76-0532980 ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



State of West Virginia
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PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF
SHELLY MURRAY
304-558-8801

VENDOR

REQ COPY

TREY LITEL
SOFTeq
1155 DAIRY ASHFORD SUITE 125
HOUSTON TX 77709

SHIP TO

DIVISION OF CULTURE & HISTORY
CULTURAL CENTER
1900 KANAWHA BOULEVARD, EAST
CHARLESTON, WV
25305-0300 558-0220

DATE PRINTED 05/24/2010	TERMS OF SALE NET 30	SHIP VIA	FOB DESTINATION	FREIGHT TERMS FREIGHT QUOTED
D OPENING DATE: 06/08/2010		BID OPENING TIME 01:30PM		

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
----- ADDENDUM NO. 1 -----						
THIS ADDENDUM IS ISSUED TO ADDRESS THE QUESTIONS RECEIVED PRIOR TO THE QUESTION SUBMISSION DEADLINE OF 05/14/2010.						
ATTACHMENTS: QUESTIONS AND RESPONSES PRE-BID SIGN IN SHEET						
THE BID OPENING DATE IS EXTENDED:						
FROM: 06/03/2010						
TO : 06/08/2010						
001	1	LS		205-66	SEE QUOTATION	
ASSISTIVE TECHNOLOGY SYSTEM						
EXHIBIT 10						
REQUISITION NO.: DCH10050						
ADDENDUM ACKNOWLEDGEMENT						
I HEREBY ACKNOWLEDGE RECEIPT OF THE FOLLOWING CHECKED ADDENDUM(S) AND HAVE MADE THE NECESSARY REVISIONS TO MY PROPOSAL, PLANS AND/OR SPECIFICATION, ETC.						
ADDENDUM NO.'S:						

SIGNATURE <i>Christopher A. Howard</i>		SEE REVERSE SIDE FOR TERMS AND CONDITIONS		TELEPHONE (281) 552-5000	DATE 06/07/2010
TITLE CEO		FEIN 76-0532980		ADDRESS CHANGES TO BE NOTED ABOVE	

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- I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

INSTRUCTIONS TO BIDDERS

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2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
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RFQ NUMBER
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PAGE
2

ADDRESS CORRESPONDENCE TO ATTENTION OF
SHELLY MURRAY
304-558-8801

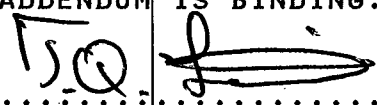
VENDOR


RFQ COPY
 TYPE NAME/ADDRESS HERE

SHIP TO

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D OPENING DATE: 06/08/2010		BID OPENING TIME 01:30PM		

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
NO. 1	..✓.....					
NO. 2					
NO. 3					
NO. 4					
NO. 5					
<p>I UNDERSTAND THAT FAILURE TO CONFIRM THE RECEIPT OF THE ADDENDUM(S) MAY BE CAUSE FOR REJECTION OF BIDS.</p> <p>VENDOR MUST CLEARLY UNDERSTAND THAT ANY VERBAL REPRESENTATION MADE OR ASSUMED TO BE MADE DURING ANY ORAL DISCUSSION HELD BETWEEN VENDOR'S REPRESENTATIVES AND ANY STATE PERSONNEL IS NOT BINDING. ONLY THE INFORMATION ISSUED IN WRITING AND ADDED TO THE SPECIFICATIONS BY AN OFFICIAL ADDENDUM IS BINDING.</p> <p style="text-align: center;">  SIGNATURE Sotrea Development Corp. COMPANY May 27, 2010 DATE </p> <p>NOTE: THIS ADDENDUM ACKNOWLEDGEMENT SHOULD BE SUBMITTED WITH THE BID.</p> <p style="text-align: center;">----- END OF ADDENDUM NO. 1 -----</p>						

SIGNATURE 		SEE REVERSE SIDE FOR TERMS AND CONDITIONS		TELEPHONE (281)552-5000	DATE 06/07/2010
TITLE CEO	FEIN 76-0532980	ADDRESS CHANGES TO BE NOTED ABOVE			

WHEN RESPONDING TO RFQ INSERT NAME AND ADDRESS IN SPACE ABOVE LABELLED 'VENDOR'

GENERAL TERMS & CONDITIONS REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
4. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods this Purchase Order/Contract becomes void and of no effect after June 30.
5. Payment may only be made after the delivery and acceptance of goods or services.
6. Interest may be paid for late payment in accordance with the *West Virginia Code*.
7. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
8. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
9. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
10. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern the purchasing process.
11. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
12. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
13. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at www.state.wv.us/admin/purchase/vrc/hipaa.htm and is hereby made part of the agreement. Provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
14. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
15. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, and the West Virginia Insurance Commission. The vendor must provide all necessary releases to obtain information to enable the director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
16. **ANTITRUST:** In submitting a bid to any agency for the State of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the State of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division. Complete all sections of the quotation form.
2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Unit prices shall prevail in case of discrepancy. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
4. All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130
5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W.Va. C.S.R. §148-1-6.6).



RFQ Number DCH10050
SECTIONS I - IV
Durateq[®] Assistive Technology System Proposal
for the
West Virginia State Museum

Vendor:

SOFTEQ DEVELOPMENT CORPORATION

1155 DAIRY ASHFORD, SUITE 125

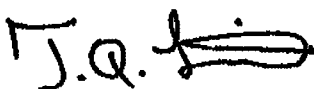
HOUSTON, TEXAS 77079

Main phone: 281-552-5000

Fax number: 281-552-5099

Authorized contact: Trey Litel, VP Sales & Business Development

Direct phone: 281-552-5027

By: 

Date: June 7, 2010

Softeq Confidential

SOFTEQ

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 Andy Prochaska, Project Manager and Engineering Lead, SOFTEQ 25

 Terry Marshall, Training Manager, SOFTEQ 25

 Ira Miller – Production Manager, Media Access Group at WGBH, Boston, MA 25

 Jan Stankus, Writer, Descriptor, and Editor, WGBH, Boston, MA 26

 Brian A. Thomas, Project Manager, Progressive Electric, Inc., Charleston, WV 26

 Van Jenkins, Field Superintendent, Progressive Electric, Inc., Charleston, WV 26

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SECTION I: UNDERSTANDING THE PROJECT OBJECTIVES, SCOPE OF WORK, AND TIMELINE

PROJECT OBJECTIVES SUMMARY

After our review of the State of West Virginia RFQ #DCH 10050, Softeq understands the project objectives, scope of work, and timeline. Softeq is prepared to meet all the requirements and we have the resources and wherewithal to complete the project on time and under budget.

The Acquisition and Contract Administration Section of the Purchasing Division, hereinafter referred to as "State", is soliciting proposals for the Division of Culture and History (DCH or Agency) to provide a fully integrated **Assistive Technology System** that promotes full access to interpretive media throughout the Museum and ensures that people with physical and mental disabilities have access to the same information necessary for safe and meaningful visits to the WV State Museum.

The purpose of the project is to provide a comprehensive, turn-key Assistive Technology system for use in the West Virginia State Museum. This system must be capable of providing individuals with disabilities a high level of programmatic access to an assistive listening and captioning delivery system blending infrared, FM, and wireless technology with networked handheld device units and the Museum's existing audio and video components.

Visitors to West Virginia State Museum will have the opportunity to use the audio tour and closed captioning to interpret, enliven, and enrich their experience of the site. An audio description tour for persons who are blind or have low vision will also be produced. The audio description tour shall fully describe what is being seen along the Show Path route, and also describe some of the Discovery Rooms and exhibits.

Softeq Development Corporation will design, build, and install an assistive technology system offering handheld captioning (HC) for the deaf, assistive listening (ALS) for hard of hearing, and audio description (AD) for the blind. This system will help the State and West Virginia State Museum meet the Title II and III ADA Requirements while providing an immersive guest experience for all Museum visitors.

SCOPE OF WORK

The system and equipment we are proposing will meet all requirements described in Part 2 Operating Environment and Part 3 Procurement Specifications and Deliverables. Highlights of the proposed system follow along with the formal response to each point outlined in Part 3 of the RFQ.

TIMELINE

We understand that the timeline from project award should not exceed 360 days. We have a complete work plan later in the proposal document which outlines our overall grasp of the project and our specific action steps to guarantee operation and success of the project.

SOFTEQ Project Management

The Project will include all necessary equipment, software development, content preparation, on-site integration and configuration of system, warranty and annual maintenance. This solution will include licensed Disney technology. product will be accomplished through a variety of tightly coordinated activities:

- Direct design and development by Softeq employees and subcontractors
- The careful selection and management of partner companies, if necessary
- Close coordination with your Agency and Audio / Video team

It will be important to establish a weekly meeting to review risks and gain timely approvals to keep the project on track.

We will closely monitor status and report risks as they are identified. Each risk will be tracked and options will be explored and communicated.

In each phase of the project, Softeq will drive according to the relative importance of three project management flexibility dimensions: schedule, features, and cost.

In order to achieve this objective, we start with the following assumptions regarding your priorities and flexibility:

- The **schedule** is normally the least flexible dimension since there would be little value to a solution which was delivered too late.
- The **feature set** prescribed for the solution may be somewhat flexible and feature tradeoffs could be considered in order meet the schedule requirement.
- In order to meet schedule or maintain desired features, **cost** tradeoffs may be considered.

Note that we will be checking these assumptions throughout the project to ensure that we are driving the project in a manner consistent with your priorities.

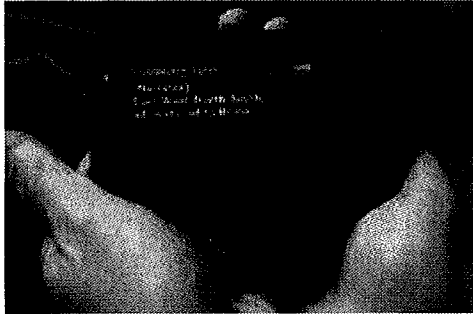
We will work with Agency representatives to establish the baseline software application and services you plan to offer from the following choices:

- Services – Closed Captioning, Assistive Listening, and Audio Description
- Customizations – menus tied to services chose, bitmap graphic on the opening splash screen for each venue
- Content loading & configuration – venue specific content, emitter map of system

When we have an accurate understanding of your priorities and flexibility, we can make appropriate contingency plans to ensure that the least flexible dimensions are protected. Plans can be constructed in a way to assume risk in the most flexible dimensions in order to avoid it in the least flexible dimensions.

Elements of your DURATEQ ATV system will include:

DURATEQ (Front)



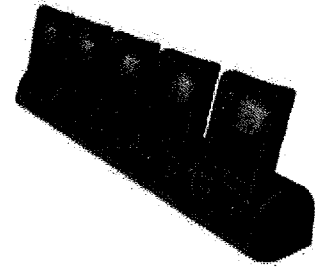
DURATEQ single dock for programming



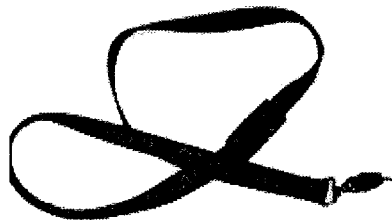
Listen Tech Ear Speaker (optional)



DURATEQ 5U Multi-Charger



Break-away Neck Lanyard



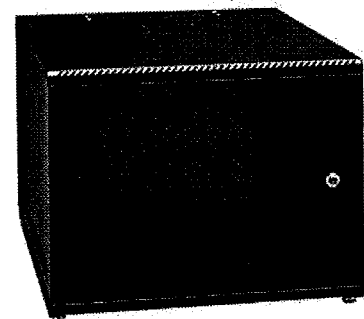
Stereo Headphones (optional)



Standard Infrared Emitter (not to scale)



Storage and charging cabinet with slide out drawers (not to scale)



Complete Build-out Plan includes the following specific equipment, software, services, and warranty line items:

EQUIPMENT

Description	Quantity
DURATEQ ATV Handhelds	50
Extended Batteries	50
5 unit charging docks	10
Single-Docks for programming and maintenance	2
Custom storage cabinet with pull out drawers installed	1
Infrared Emitters – Standard	38
Emitter A/C Adapters & Power Connector Kits	38
SD Cards (4GB)	50
Stereo Headsets / Earpieces	50
Break-away Neck Lanyards	50
Miscellaneous Hardware	1

SOFTWARE & CONTENT DEVELOPMENT

Description	Quantity
Customization and configuration for Durateq ALiCE client software (captioning, assistive listening, and audio description) for devices. This is a one-time labor charge.	96 hours
Captioning Studio software enterprise license for content management and editing tool kit to manipulate and load content on devices. Includes enterprise software license, one user license, updates, and tech support for one year.	1
Content preparation and loading on devices (labor charge)	60 hours
Durateq ALiCE handheld software licenses (one time perpetual)	50 hours
Audio Description content creation for estimated 87 required messages	1

For more than 35 years, WGBH has been a pioneer in developing methods and solutions to make media accessible to people with disabilities. Our dedicated staffers have decades of technical production experience in both traditional and emerging media. Our R&D division, the National Center for Accessible Media (NCAM) possesses a matching commitment to the development of methodologies and guidelines that result in meaningful descriptions and captions in unique environments. Together we can help to provide an exciting and enriching experience for all West Virginia State Museum visitors.

We are, of course, intimately familiar with such projects, having provided similar solutions at Disney World in Orlando, Disneyland in Anaheim, The World of Coca-Cola in Atlanta, and most recently at the Hall at Patriots Place in Foxboro. At each venue, we were responsible for the scripting, editing, recording and delivery of audio files. In our recent collaboration for the Hall at Patriots Place, we ensured the successful delivery of captioned and described content and environmental description in a challenging environment containing multiple forms of media, including interactive exhibits and kiosks.

The team at WGBH has the necessary skills and staff to provide everything required. We can supply the full range of services you will need for this innovative project and are equipped to handle any unforeseen challenges and last-minute changes that a project of this scope might experience. We have a deep commitment to quality and excellence, and look forward to becoming a part of the history that will be made with this new addition to the museum.

Audio descriptions make visual media accessible to people who are blind or visually impaired by providing extra narration about key visual elements. We describe key visual elements of an exhibit that a viewer who is visually impaired would ordinarily miss. Our descriptions will engage the blind or visually impaired viewer with the exhibit. A carefully written script is prepared by our experienced describers and recorded by a professional narrator in our broadcast audio production suite for high quality results.

Creation of Audio Descriptions for the West Virginia State Museum

The Media Access Group will create descriptive content for approximately 87 exhibits and areas in the 37 specific Discovery Rooms and along the areas of Show Path as outlined in the RFQ Addendum No. 1 question 2 answer. We are familiar with the West Virginia State Museum Map and Guide. We estimate the length of finished audio content to be approximately 90 minutes (45 minutes Discovery Rooms, 45 Minutes Show Path) and we have some additional suggestions for covering the remainder which will be highlighted in the Add / Alternate section of the cost proposal.

Planned activities for creation of the audio description include:

SCRIPTING

A team of two describers will visit the West Virginia State Museum to observe the exhibits, create digital photos for reference during the scripting phase, retrieve any factual written material available of each of the areas and exhibits. This team will tour the Show Path and Discovery Rooms with a member of the WV Museum staff to gain additional insight on the exhibits and insure accuracy of the descriptions.

Media Access Group staff will create an accessible audio description script for each stop of the tour, a general introduction to the exhibit space and overall flow of the tour. The script will then be sent to the WV Museum staff for review and approval.

After script approval, one describer will return onsite with a rough narration to check the script for any issues prior to recording and delivery of the final audio files.

RECORDING

The Media Access Group will hire narrators to record the audio files using the broadcast quality audio facilities at WGBH studios in Boston.

TRAVEL

This project will require two on site visits to complete the project. The first visit will be two describers for two days each. The second visit will be one day to review the edited script prior to recording the final audio.

3.2.6 Provide all associated software to operate, edit, and revise the program and units.

It is understood that after the initial deployment of the Assistive Technology system, the West Virginia Museum requires the capability for its staff to add, remove, and/or edit the assistive content on the Durateq handheld units.

Softeq will provide the necessary software to edit the text caption files on the devices. The caption editor runs on Microsoft Windows. Alternatively, since text captions are stored in standard XML format, any XML or text editor may be used to edit the caption files. Softeq will provide documentation for the XML caption schema.

Audio files used by the devices are standard MP3 format which can be edited by numerous audio editing programs, including those identified in Addendum No. 1, #12.

Content Layering is supported on the devices via a "zone-aware" menu system. The menu system allows for a hierarchical organization of additional information beyond the primary messages of any breadth and depth, limited only by the storage capacity of the device. The menu system was designed and tested in close collaboration with Disney World for more than a year to ensure ease of use. All guest access to the menu system is logged on the device and may be reviewed by the museum staff at any time after the device is checked in. The menu system is configured via XML files. Softeq will provide detailed documentation on the menu schema.

Other auxiliary support files on the units which control the configuration, look and feel, etc. are all standard formats (JPG, XML, etc.) which may be edited by numerous open source or commercial software programs.

Softeq will provide the necessary software programs and documentation to deploy updated content to the devices. Operating these tools and procedures require moderate technical skill and run on Microsoft Windows. Support for these tools and procedures is included in the Support Agreement.

3.2.7 On-site training for Guest Services Support Staff

Softex Development Corporation will provide two (2) on-site comprehensive Durateq Assistive Technology Solution training sessions to all Guest Services support staff. Softex staff will be on-site for a minimum of three (3) days during both on-site training visits to conduct formal training sessions and be available to assist museum staff with any questions. The formal training sessions will include both classroom instruction and hands-on use of the device on the museum floor. Providing support staff the opportunity to experience the device, like a museum visitor, has proven to create a Guest Services team which is comfortable assisting visitors with the check-out/check-in process, issue resolution, as well as acting as an advocate of the service with museum visitors.

Training will include the following:

- *Two on-site training sessions* - minimum 3 hours of on-site training will be provided, including classroom instruction and hands-on training with the devices on the museum floor.
 - First on-site session will be administered at **80%** completion of installation.
 - Second on-site session will be administered at **100%** completion of installation.
 - Training will be created and administered in-house by Softeq Development Corporation.
 - Softeq Development Corporation will outline a checkpoint schedule to review the training plan with the identified West Virginia Museum training or Guest Services Point of Contact (POC).
- *Training content will cover the following:*
 - System operation
 - Procedures for editing and changing the programming of the device.
 - Procedures and schedules involved in operating, troubleshooting and preventive maintenance.
- *Items to be submitted for review by the West Virginia Museum training or guest services POC prior to scheduling and performing training:*
 - Proposed training schedule.
 - Training session outlines, agenda, Frequently Asked Questions (FAQs) and presentation materials.
 - Additional training deliverables:
 - Visitor quick reference card – overview of device use and check-in process.
 - Emitter Map – identifies for Guest Services support staff where content is available throughout the museum. Reference tool to assist visitors in the case of inquiries or issues during device use.

3.2.8 Pre-Acceptance Submittal

Softeq will prepare the system documentation as outlined in RFQ. Items included:

1. System performance testing results
2. An original type-written and Vendor signed and notarized certification that system is complete and working according to the specifications outlined in this request and subsequent agreements with the WVDCH Museum staff at 75%,90%, and 100% completion
3. Preliminary copy of User/Agency's Manual
4. Preliminary copy of any technical drawings created with the project. Drawings relating to this project will be bound in an Agency's Manual.
5. Owners/Users Manual
 - a) Description of function, normal operating characteristics and limitations, performance curves, engineering data and tests, and complete nomenclature and commercial numbers of replacement parts.
 - b) Manufacturer's printed operating procedures to include start-up, break-in, and routine and normal operating instructions, regulation, control stopping, shutdown, and emergency instructions.

- c) Equipment Maintenance Manuals indicating routine preventative maintenance and troubleshooting, disassembly, repair, and reassembly, aligning and adjusting instructions.
 - d) Technical support and service information, project team contact list (sub-contractors, etc. if any).
6. Project Information
- a) Title of Project
 - b) Name and address of Agency
 - c) System Name and specification references
 - d) Index
 - e) Date of Substantial Completion
 - f) Certificate of Substantial Completion
 - g) Warranty service details and contact information
 - h) Complete and accurate fill of materials, including
 - i) the serial numbers of all products supplies.
 - j) Manufacturer's Owner/User manual for every
 - k) product
 - l) Test reports, as applicable
 - m) Training Information
 - Copies of training outlines
 - Copies of training agendas
 - Copies of training sign-in sheets
 - n) Compact Disc containing editable electronic versions of product configuration and programming files, as well as copies of the applications required to view, edit, and create new versions. (Formats should be WAV for audio, and MPG for video and MPG for video w/audio)

3.2.9 Deliverables

Softeq will provide all Deliverables as identified in this RFP in a timely manner. It is expected that the project will require 8 months for completion upon awarding of a Purchase Order. See SECTION IV – WORK PLAN for details on how we will meet the schedule.

3.2.10 Warranty

- All materials and workmanship furnished are fully guaranteed by Softeq for one (1) year upon completion of the Purchase Order. During this period, Softeq will remedy (at no cost to the agency) any problem with the system, or any of its related components that is the result of defective materials, settings, workmanship, or loss of programming.
- During the Warranty Period, Softeq will respond by phone within four (4) business hours of a notice by the Agency of a warranty issue. Softeq will contact the Agency by telephone or e-mail and attempt to resolve the issue. If the issue cannot be resolved by this method then Softeq shall send qualified personnel onsite to remedy the issue within one (1) business day or (72) contiguous hours, whichever comes first. **The annual maintenance agreement** covers this on-call support for any ATV system operating issues. Annual maintenance contract renewals are available and can be purchased on or before the system acceptance anniversary.

- Softeq recommends a **3 year extended warranty for hardware equipment** for the Durateq ATV devices. Pricing for this coverage level is included in the total cost amount. Coverage includes all installed equipment for parts and labor for 3 years from final acceptance for equipment failures due to workmanship. Excludes screen damage and batteries. A separate Durateq equipment warranty statement is included as part of the RFQ response package.

3.2.11 Add/Alternates

- **Add Alternate #1** Softeq will provide a price for 30 additional handheld units in the Section V sealed bid. The units will included all the necessary features and capabilities outlined in the RFQ.
- **Add Alternate #2** Softeq recommends several optional features to consider for the system based on our past experience and your objectives to provide the best possible assistive technology solution. Each is designed to be incorporated into the project and will add to the overall experience. Proposed options below:

Alt2.1	Add synchronization for alternating lighted boxes in Discovery Room 7 to enhance user experience. Includes show controller, cat 5 wiring, integration, and programming.
Alt2.2	Add assistive listening content loaded on Durateq ATV devices for un-sync'ed listening which is triggered by required emitters. Includes audio file prep, content loading, and programming.
Alt2.3	Add audio description to cover other show path and DR areas not currently in required set. Includes content development, extra emitters, electrical installation, programming, and device content loading.
Alt2.4	Add foreign language translations - Japanese Audio Tour. Includes museum audio content translation, programming, integration, and device content loading.
Alt2.5	Add content layers of Discovery Room graphics narrated and recorded for audio description playback. Includes content development, menu selections addition, and content loading.
Alt2.6	Audio Description for the 16 films which will be triggered by required emitters. Includes content development, ALiCE configuration and loading.

3.3 Special Terms and Conditions

Softeq will meet the applicable Insurance and License Requirements.

3.3.2 Insurance Requirements

Copies of the liability, aggregate, auto liability, professional liability, and a worker's compensation certificate have been included with this proposal in our RFP response envelope.

3.3.3 License Requirements

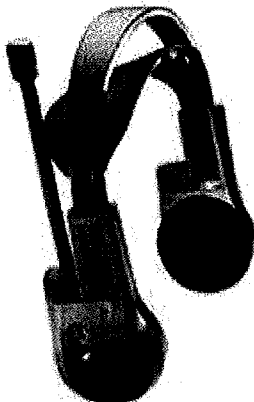
Softeq is a registered vendor with the State of West Virginia Purchasing Division and paid the \$125 fee for 2010 renewal. Our electrical contractor is licensed with the West Virginia Contractor Licensing Board (WV000005) through September 11, 2010.

SECTION II: VENDOR EXPERIENCE

SOFTEQ Assistive Technology PRODUCT INTEGRATION EXPERIENCE

Softeq has extensive experience designing and developing assistive technology solutions consisting of custom hardware and specialized software serving the needs of public venues who wish to provide equal access to educational and entertainment media experiences. We have been providing assistive technology solutions since 2002 beginning with our Walt Disney Company partnership.

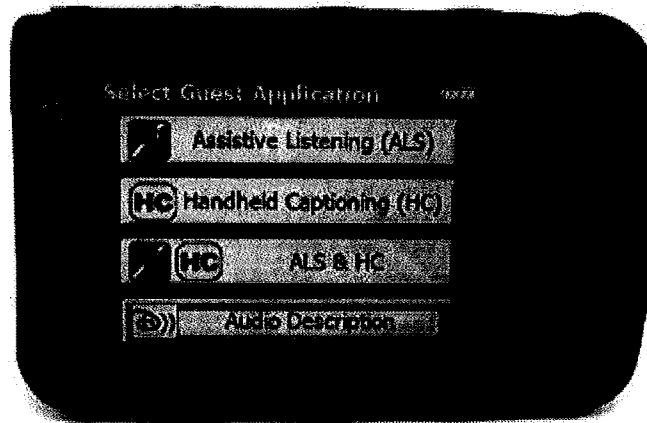
Disney Show Translator



The Disney Show Translator is a rugged, mobile product in use in all four parks at Disney World in Florida. Softeq designed and manufactured both the hardware and the software and managed the project from beginning to end. We developed the headset, batteries, and chargers from concept to delivery in only six months and delivered one week early. We also developed the software which runs the devices and manages the content.

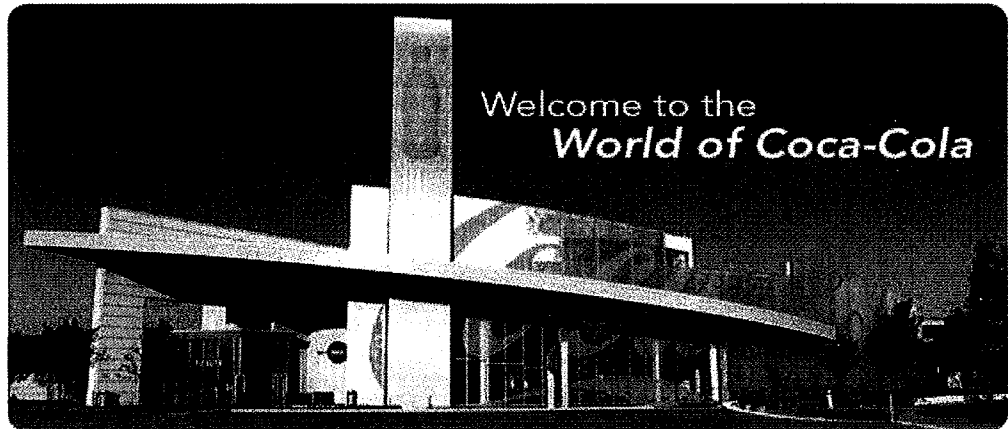
The Show Translator required rugged specifications, ease of use, UL certifications, and timely delivery. We delivered the project ahead of schedule and under budget. This product paved the way for assistive listening and environmental description.

DURATEQ ATV at Walt Disney World



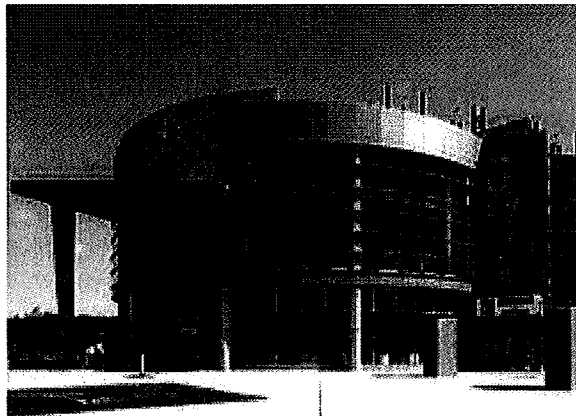
Softeq next developed the DURATEQ, a rugged handheld based on the HP iPAQ hx2000 platform. The DURATEQ is designed for a 4' drop to concrete and has unique expansion features. The rugged docking connector and sealed case make it ideal for high-use situations in public environments. Softeq developed a version of this handheld with assistive technologies for Walt Disney World, called the DURATEQ Assistive Technology Version (ATV). The device incorporated proprietary wireless technology for triggering and content reception and special software called the Assistive Listening and Captioning Engine (ALICE). The device is in use today at the 4 Walt Disney Parks in Florida as well as Disneyland in California. The device provides a single platform which supports Closed Captioning, Assistive Listening, and Audio Description. This paved the way for Disney Guest Services to provide a single device to meet the needs of people with hearing loss or vision loss.

DURATEQ ATV at World of Coca-Cola



Softeq integrated the DURATEQ ATV solution at The World of Coca-Cola attraction and museum in Georgia. The Durateq is used for today to provide closed captioning, descriptive narration, assistive listening, and for language translation. Special units were customized in "Coca-Cola Red".

DURATEQ ATV at The Hall at Patriot Place



Softeq was involved with the assistive planning for The Hall at Patriot Place before the ground was broken at this player hall of fame museum. The Hall is a technologically advanced venue and presented quite an assistive support challenge. The DURATEQ ATV solution was able to meet that challenge with its own technologically advanced assistive features. The Durateq and ALiCE handheld software application are integrated with show controllers to provide fully automatic and synchronized content delivery experience throughout the venue.

DURATEQ Live at Cowboys Stadium



Softeq teamed up with subcontractor Intelligent Access of Georgia Tech Research Institute to provide a comprehensive "stadium captioning" system utilizing the WiFi network at this world renowned multi-use stadium. The **Durateq® ALiCE Live** solution provides closed captioning and adds assistive listening plus descriptive narration in English and Spanish. The captioning can be upgraded to support WiFi-enabled consumer devices running an application on iPhone, Blackberry, or Windows Mobile. Content & application update for a self-guided stadium tour is planned for late 2010.

SOFTEQ PARTNERSHIPS

Softeq has partnered with HP for over ten years, delivering dozens of products to more than five million customers. Softeq has continued to partner with many other Fortune 100 companies. Our target customers are large, innovative companies developing leading edge products.



REFERENCES

Softeq has provided reference information in the table below. Please note that due to Confidentiality Agreements that Softeq has with our customers and their desire for privacy, we do not want to post their contact information on a public website. Specific account contact information will be provided by Trey Litel under separate cover. He can also facilitate communication between West Virginia representatives and the referenced account if desired.

Company	Contact	Project
Dallas Cowboys Football Club	Scott Purcel	Durateq ALiCE Live mobile captioning and assistive listening
Walt Disney World Kissimmee, FL	Nathalie Hawkins	Disney Show Translator
Walt Disney World Kissimmee, FL	Rex Bellar	DURATEQ ATV Devices with Engine (ALiCE) software
World of Coca-Cola Atlanta, GA	Jason Leiba	DURATEQ ATV with ALiCE
Hall at Patriots Place Foxboro, MA	Mike Titus	DURATEQ ATV with ALiCE
SanDisk Sunnyvale, CA	Derrill Sturgeon	Embedded Software for SanDisk memory products

SECTION III – QUALITY OF STAFF ASSIGNED TO THE PROJECT

The team supporting this project is as follows:

Andy Prochaska, Project Manager and Engineering Lead, SOFTEQ

Andy has over twenty years experience in the computer and software industry and has been a part of the Softeq team for ten years. Most recently as a Softeq senior engineer, Andy has accumulated four years experience in developing and managing assistive technology projects at world-class venues such as Walt Disney World in Orlando, the new World of Coca-Cola in Atlanta, and the new Cowboys Stadium in Dallas. Previously as a Softeq consultant, Andy managed the iPAQ Developer Program for Hewlett-Packard and developed and managed mission-critical software projects for SanDisk Corporation. Andy holds a Bachelor of Science in Computer Science from the University of Illinois. He is a Microsoft Certified Professional and is a member of the Institute of Electrical and Electronics Engineers (IEEE) Computer Society.

Terry Marshall, Training Manager, SOFTEQ

Terry has over twenty years of experience and success in highly visible marketing and sales roles within the technology marketplace. Before joining Softeq, Terry held roles as Channel Marketing Manager and Channel Sales Manager with Hewlett-Packard Company and Compaq Computer Corporation for 13 years. Terry conceived and implemented channel marketing and training programs for US resellers, Value Added Resellers and System Integrators, along with managing the strategic relationships for assigned Distributor accounts. Terry designed and delivered the guest services staff training at World of Coca Cola Museum in Atlanta, GA in January 2010.

Ira Miller – Production Manager, Media Access Group at WGBH, Boston, MA

Ira is an expert in designing, implementing and delivering educational programs and services for individuals with disabilities. Ira has extensive experience designing, producing and implementing distance learning, communications and training projects. Project Director of Accessible Educational TV Grant of over \$3,000,000 in funding to provide closed captioning and audio description, the projects are designed to make television programming more accessible to viewers with auditory and vision impairments. Currently, Ira manages all technical, training, operational and personnel issues of Descriptive Video Service (DVS) and The Caption Center. Ira manages the editorial content and production of DVS products for Broadcast Television & Cable, Theatrical, Museums, Theme Parks and emerging internet-based and digital broadcast services. His team delivers 500 hours of described programming yearly to consumers with visual impairments.

Jan Stankus, Writer, Describer, and Editor, WGBH, Boston, MA

Accomplished writer, describer, and skilled editor committed to excellence. Jan is an effective communicator with specific emphasis on producing quality description for people who are blind or have low vision. Her credits are narrative description for television programming, films, art exhibits, theme parks, museums, and special projects for people who are blind or visually impaired. Jan has worked on projects for Patriot's Place Museum, Disney World, Disneyland; Florida Peninsula Project sculpture exhibit; VSA art exhibits; and WGBH tour. Additionally, Jan has contributed on programming and films like Nature, Nova, American Experience, Frontline, Living Edens, Masterpiece Theatre, Mister Rogers Neighborhood, Between the Lions, Victory Garden; Harry Potter, Eight Below, 2001 A Space Odyssey, The Jazz Singer, Shrek, Tarzan, and The Color Purple.

Brian A. Thomas, Project Manager, Progressive Electric, Inc., Charleston, WV.

Brian has over 10+ years experience in Project Management for Construction & 4+ years experience in Electrical Design/Engineering.

Van Jenkins, Field Superintendent, Progressive Electric, Inc., Charleston, WV

Van has over 20+ years experience in the Electrical Trade & Installation. He has experience in previous work at the West Virginia State Museum.

SECTION IV – WORK PLAN

This detailed work plan is demonstrated in the milestone committed dates. The deadlines for the major deliverables are indicated according to the schedule provided in section 3.2.9. We plan to improve on these dates through the course of the project.

Delivery Estimate:

August 2, 2011

Major Milestones / Deliverables (in bold)	Deadline Week of	Status
Pre-bid conference	May 11, 2010	complete
Prepare bid	June 1, 2010	working
Bid opening	June 8, 2010	Open
Oral presentation (est.)	June 22, 2010	Open
Technical evaluations completed (est.)	July 6, 2010	Open
Cost bid opening (est.)	July 6, 2010	Open
Cost evaluations completed (est.)	August 3, 2010	Open
Contract Approval and Award; Project begins.	August 10, 2010	Open
Background research; Museum digital media delivered to Softeq; Preliminary project plan. (3.2.1, 3.2.9a)	September 6, 2010	Open
Softeq and WGBH describers onsite to assess facility and meet with museum staff. (3.2.2)	September 20, 2010	Open
Softeq and Progressive Electric onsite to determine extent of work for wiring, cable runs, and other electrical, A/V and IT needs for Assistive Technology	September 20, 2010	Open

infrastructure (3.2.2 ,3.2.3)		
Descriptive and caption content development begins. (3.2.5)	September 27, 2010	Open
Summary of research and facility assessment and site installation plan ready for review and approval. (3.2.2, 3.2.3, 3.2.9b)	November 2, 2010	Open
Descriptive and caption scripts ready for review. (3.2.5, 50% completion)	November 2, 2010	Open
Site installation plan approved (est.); Installation of Assistive Technology infrastructure begins.	November 16, 2010	Open
WGBH describers return onsite to meet with museum staff to review descriptive content scripts. (3.2.5, 80% completion)	December 21, 2010	Open
Final approval and signoff of descriptive and caption content scripts. (3.2.5, 95% completion)	February 8, 2011	Open
Begin recording descriptive audio files. (3.2.5)	February 22, 2011	Open
Deliver initial descriptive audio files. (3.2.5)	March 1, 2011	Open
Deliver final assistive content (audio files and caption files. (3.2.5 100% completion, 3.2.9c)	March 15, 2011	Open
Assistive Technology infrastructure completed.	March 15, 2011	Open
Show controller integration for media synchronization (optional "add" for DR7)	March 29, 2011	Open
Alpha software release with assistive content integrated. System integration testing begins (onsite as needed).	March 29, 2011	Open
DURATEQ ATV units delivery with Beta software release (3.2.4, 3.2.9c)	May 31, 2011	Open
Onsite training session #1 @ 80% completion. (3.2.7)	May 31, 2011	Open
System integration testing complete; Release Candidate (RC) software release; Onsite training session #2 @ 100% completion (3.2.6, 3.2.7, 3.2.9d)	July 12, 2011	Open
Pre-Acceptance Submittal (3.2.8, 3.2.9d); Begin Acceptance Testing.	August 2, 2011	Open
Comments on Preliminary User Manual and technical drawings provided to Softeq (3.2.8c,d); Acceptance Testing issues reported and resolved.	October 4, 2011	Open
Final software release; Final User Manual and technical drawings; facility testing complete; Final acceptance.	November 8, 2011	Open

Note: timely approvals necessary to keep development timeline, we will push schedule week for week if any approval milestone or payment is missed.

SUMMARY

Softeq would like to thank The West Virginia State Museum for the opportunity to participate in your Request for Proposal for an Assistive Technology solution. We are confident that the information shared in our response demonstrates Softeq's superior capabilities in quality, durability, functionality, support, and total cost of ownership.

When you buy a Softeq product you are buying the combined knowledge of the industry's leading experts in proven public venue assistive technology, and the know-how to install and operate it. See reference materials to follow for examples.

Softeq has the sales, technical, and managerial resources dedicated to support the Museum's objectives for an Assistive Technology solution. As such, we have proposed a cost effective solution that meets our understanding of your key needs as outlined in this proposal.

As The West Virginia State Museum strives to develop new services and technologies, Softeq will continue to look for innovative ways to meet your needs both now and into the future.

We are confident that Softeq will provide you the best product, services, and account management available in the industry. We certainly look forward to helping you achieve your vision of providing an equal experience to all future visitors.

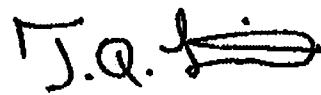
APPROVAL

IN WITNESS WHEREOF, THE AUTHORIZED REPRESENTATIVES OF THE PARTIES HAVE EXECUTED THIS STATEMENT OF WORK:

WEST VIRGINIA STATE MUSEUM

SOFTEQ DEVELOPMENT CORP.

By: _____

By: 

Name: _____

Trey Litel

Title: _____

VP Sales & Business Development

Date: _____

June 7, 2010

RFQ No. DCH 10050

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

West Virginia Code §5A-3-10a states: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owed is an amount greater than one thousand dollars in the aggregate.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

EXCEPTION: The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

Under penalty of law for false swearing (*West Virginia Code §61-5-3*), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

WITNESS THE FOLLOWING SIGNATURE

Vendor's Name: SOFTeq Development Corporation

Authorized Signature: [Signature] Date: 6/3/2010

State of Texas

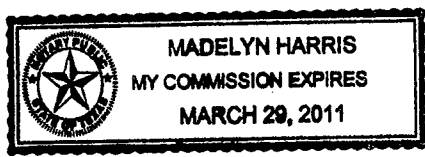
County of HARRIS, to-wit:

Taken, subscribed, and sworn to before me this 3rd day of JUNE, 2010.

My Commission expires MARCH 29, 2011.

AFFIX SEAL HERE

NOTARY PUBLIC [Signature]





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

12/10/2009

PRODUCER (713) 961-2848
BancorpSouth Insurance Services, Inc.
 7 St. James Place, Suite 650
 Houston, TX 77056-4109

INSURED
Softeq Development Corp.
 Attn: Chris Howard
 1155 Dairy Ashford, Suite 125
 Houston, TX 77079

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURERS AFFORDING COVERAGE	NAIC #
INSURER A: Hartford Lloyd's Insurance Company	
INSURER B: Sentinel Insurance Company Ltd	
INSURER C: Hartford Underwriters Ins. Co.	
INSURER D:	
INSURER E:	

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR ADD'L LTR	INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
A		GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	61SDBAVMB642	12/31/2009	12/31/2010	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
B		AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS GARAGE LIABILITY <input type="checkbox"/> ANY AUTO	61UECNF3581	12/31/2009	12/31/2010	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ AUTO ONLY - EA ACCIDENT \$ OTHER THAN EA ACC \$ AUTO ONLY: AGG \$
A		EXCESS / UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE <input checked="" type="checkbox"/> RETENTION \$ 10,000	61SDBAVMB642	12/31/2009	12/31/2010	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000 \$ \$ \$
C		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under SPECIAL PROVISIONS below	61WECN04329	12/31/2009	12/31/2010	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
		OTHER				

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS
 Certificate Holder is amended to read: MRIO, Inc., dba Moody Rambin Office Services, fka Moody Rambin Interests as Agent for CFS Ashford VI, LP

CERTIFICATE HOLDER

CANCELLATION

MRIO, Inc., dba Moody Rambin Office Services
 fka Moody Rambin Interests
 1155 Dairy Ashford, Suite 101
 Houston, TX 77079-

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 10 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE

IMPORTANT

If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

DISCLAIMER

This Certificate of Insurance does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.

DURATEQ ATV

ASSISTIVE TECHNOLOGY MEETS RUGGED HANDHELD.



At-A-Glance

- Audio amplifier supports Assistive Listening volume levels
- IR receivers for seamlessly synchronizing content with exhibits and shows
- Compatible with JamSync® technology
- IR transmitter for enabling captioning content on external monitors
- GPS can be used to trigger location-based content in outdoor venues
- FM Receiver capable of receiving FCC designated assistive listening frequencies
- Large touchscreen for closed captioning and special high-contrast button inputs
- Vibration alert notifies users of announcements or new information
- IP54 rated for dust and moisture resistance
- Military Standard 810-F conformance
- Uses industry-leading HP iPAQ internals and based on the rugged Durateq 3100
- Sealed, secured SD card slot prevents tampering
- Extended battery life and multi-unit (5U) docking station

Get Immersed in the Experience

Make your entertainment and educational venues accessible and immersive to individuals that are visually and/or hearing impaired. The Durateq ATV (Assistive Technology Version) is the most technically advanced solution for facilities such as theme parks and museums delivering technology used by individuals with disabilities. This includes Audio Description, Assistive Listening and Closed Captioning. Based on our own rugged Durateq 3100 handheld, the Durateq ATV is combined with Captioning Studio and ALICE (Assistive Listening and Captioning Engine) software making it ideal for deployment in facilities desiring greater accessibility to exhibits and attractions content. The Durateq ATV can also support multi-cultural accessibility with an unlimited number of languages.

For a truly immersive experience, content can be triggered automatically as your customer enters an exhibit or show area, with no need of pressing additional buttons or punching in number codes. And more importantly, the content can be synchronized with the audio and video content in the venue for a true real-time experience.

DURATEQ

DURATEQ ATV

Specifications

OPERATING SYSTEM/SOFTWARE

- Microsoft® Windows® Mobile 5.0 (Premium Edition)

PROCESSOR

- Marvell PXA270 processor 520MHz

ASSISTIVE FEATURES

- Built-in FM Tuner
- Audio Amplifier
- IR Receivers
- IR Transmitters
- GPS trigger support
- Vibration alert
- ALICE – Assistive Listening and Captioning Engine software
- High-contrast captioning, buttons designed for sight-impaired

EXPANSION

- Sealed, integrated Secure Digital slot (supports SD/MMC and SDIO)
- USB 2.0 Client supported via docking connector
- Expansion module interface (power, serial, and GPIO) supporting barcode scanning, and RFID reader

INTEGRATED WIRELESS

- Wi-Fi (WLAN 802.11b), Bluetooth®, Serial IR
- VPN and WEP enhanced security
- Enhanced security compliant with FIPS 140-2 standard
- Enhanced IR read / write capable

MEMORY and STORAGE

- 576 MB total memory (512 MB ROM and 64 MB SDRAM)
- Optional storage up to 4 GB addressable via internal SD Card slot

DISPLAY

- 3.5" (89 mm) transreflective high visibility TFT, LED backlit LCD
- QVGA (320 x 200), 64K colors, portrait and landscape modes

AUDIO

- Integrated microphone and speaker
- One sealed 3.5 mm stereo headphone jack
- Optional standard size over the ear headphones
- Optional break-away neck tether

POWER

- Removable/rechargeable 1440 mAh Lithium-Ion battery
- Optional extended 2880 mAh Lithium-Ion battery
- AC Input: 100~240 VAC, 50/60Hz
- Output Voltage: 5 VDC (typical)

DIMENSIONS (H x W x D) and WEIGHT

- 4.88 x 3.00 x 0.75 in
- 7.2 oz (including the 1440 mAh battery)

DEVELOPMENT

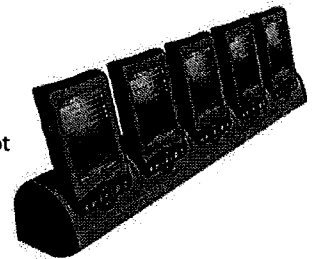
- Durateq SDK and custom mobile software services available
- Captioning Studio for content creation
- Content creation services provided by WGBH Media Access Group

CERTIFICATIONS

- FCC Class A, European CE Mark, UL, RoHS compliant

WARRANTY

- 1-year parts and labor
- Optional 2-year and 3-year parts and labor



DURATEQ

1155 Dairy Ashford, Suite 115
Houston, TX 77079

Toll Free (888) 552-5001

Phone (281) 552-5000

www.durateq.com

sales@durateq.com

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12/10/09

SOFTEQ ASSISTIVE TECHNOLOGY: for ADA compliance in public venues

Presented to
Customers and Partners

Presented by
Trey Litel
VP, Sales & Business Development
Softeq Development Corporation

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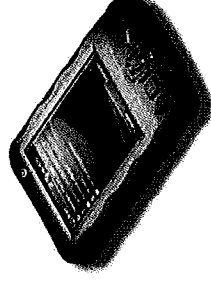
SOFTEQ

Introducing...

DURATEQ Assistive Technology Solutions

2

- Who we are
- Why you need to act now to provide assistive communication services for your patrons
- DURATEQ ATV solution
 - System overview and components
 - The DURATEQ Advantage
- What you need to get started
- Background information
 - Softeq track record
 - ALICE (Assistive Listening and Captioning Engine)
 - Customer installation examples
 - Breaking down barriers to adoption



SOFTEQ

WHO WE ARE

Softeq Development Corporation

Headquartered in Houston, TX, Softeq Development specializes in system integration, project management, and product development for Fortune 500 companies worldwide. Softeq has been providing assistive technology solutions since 2002.

For more information, visit www.softeq.com.

DURATEQ Assistive Technology Solutions

Division of Softeq Development, DURATEQ handheld solutions support businesses requiring assistive technology in a handheld form factor. DURATEQ ATV is the thinnest and lightest rugged handheld available on the market today maximized for compatibility with accessible media & customer applications.

For more information, visit www.durateq.com.

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SOFTEQ

Ohio State football fan sparks lawsuit* to get captioning in the stadium

4

- Friday, Jul. 17, 2009 - 8:29 a.m. ET
- COLUMBUS, Ohio (AP) — A hearing-impaired football fan wants Ohio State University to offer captioning on the scoreboard and television monitors at Ohio Stadium.
- Thirty-two-year-old Vincent Sabino from the Columbus suburb of Hilliard says he can't hear the announcers. A federal lawsuit was filed on his behalf* in Columbus last month by the National Association of the Deaf, which charges that the university is violating the Americans With Disabilities Act by not providing captioning at all its venues.
- Ohio State spokesman Jim Lynch said the university is working with Sabino's attorney and understands its legal obligations under the act.
- The suit says captioning would help hearing-impaired fans by explaining such things as referees' calls.



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SOFTEQ

Additional notes on Ohio State lawsuit

5

Because OSU does not provide captioning, Mr. Sabino claims OSU is in violation of Title II of the Americans with Disabilities Act (ADA) and section 504 of the Rehabilitation Act.

In 2006, the NAD filed a lawsuit, *Feldman v. Pro-Football, Inc.*, against the Washington Redskins for not providing captioning at their football games at FedExField. In September 2008, the court ruled that “the ADA requires Defendants to provide deaf and hard of hearing fans equal access to the aural information broadcast over the stadium bowl public address system at FedExField, which includes music with lyrics, play information, advertisements, referee calls, safety/emergency information, and other announcements.” This case is pending appeal.

“Nearly 20 years after the ADA was enacted, many sports stadiums are still not fully accessible to deaf and hard of hearing fans,” said Michael Stein, attorney for the NAD. “Accommodations such as captioning are required by law to ensure equal access for deaf and hard of hearing individuals.”

“This case speaks to so much more than one individual’s rights,” said Laren Knoll, attorney at the law firm of Willis & Willis Co., L.P.A. “Every single fan deserves the opportunity to participate, understand and enjoy the sporting event, while they’re watching it. Mr. Sabino had the courage to take a stand, not only for himself, but for sporting event fans everywhere.”

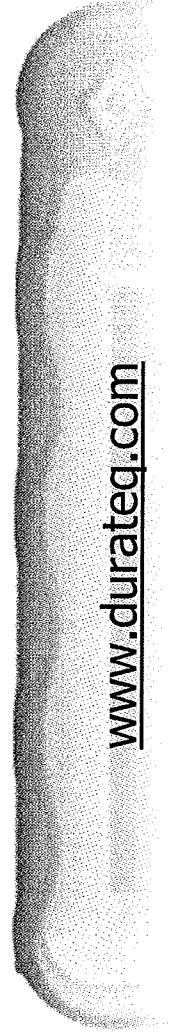
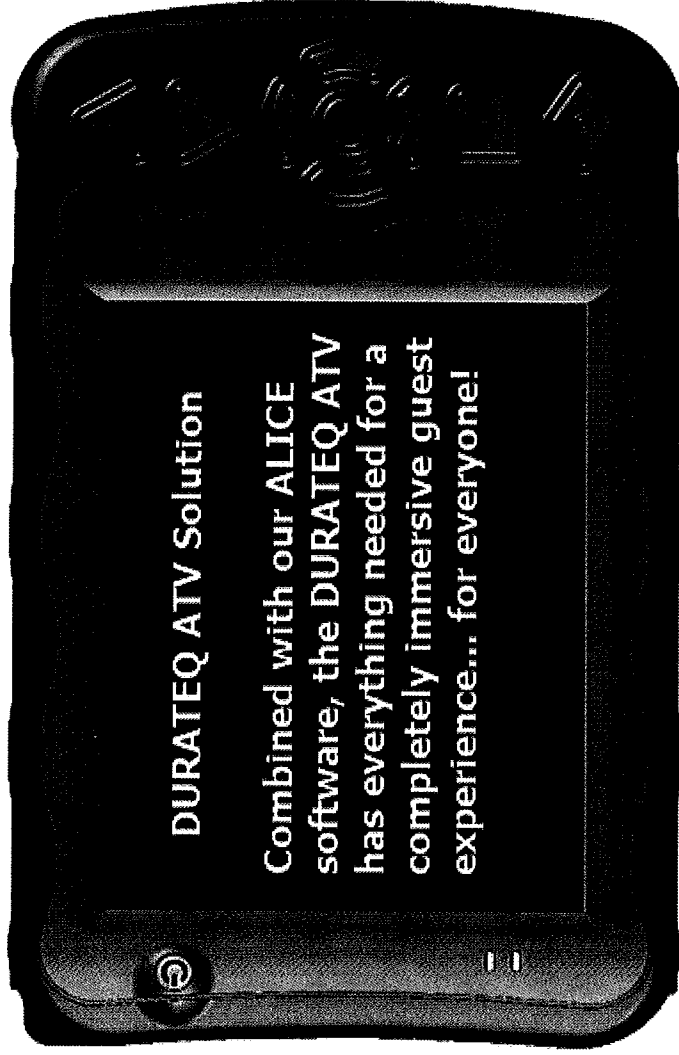
“The time has come for stadiums to come into compliance with the ADA,” said NAD President Bobbie Beth Scoggins. “We expect professional, college, and university sports teams to provide and display captioning to ensure equal access, an equal opportunity to participate, and effective communication with deaf and hard of hearing individuals.”

The lawsuit was filed with the United States District Court for the Southern District of Ohio. The complaint asks the court to order OSU to provide and display captioning for all announcements made over the public address system at its venues, including the Ohio Stadium, the Schottenstein Center and St. John’s Arena.

SOFTTEQ

Assistive Technology meets Rugged Handheld.

6



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SOFTEQ

Assistive Technology for Public Accommodation

Public Venue Needs:

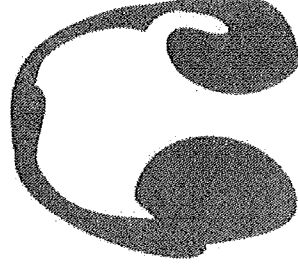
- Personal attention for Blind & Deaf
- Relevant audio content and captioning
- Portability and durability
- Ease of on-site management
- Title II & III ADA compliance

Our Solution Tool Kit:

- ALICE Live Event Captioning solution
- DURATEQ ATV unit with enhanced IR, FM Receiver, and pre-loaded content
- FM transmission equipment
- Pre-loaded customized content
- Integration with A/V show controllers
- IR Emitter network components (optional)

Guest scenarios:

- Real time event captioning and audio description
- Stadiums, museums, theme parks, and theaters
- One device for handheld captioning & assistive listening, or audio description
- Real-time translations possible



Classic DURATEQ ATV Get Immersed in the Experience



For more information click or email:

www.durateq.com/atv.asp

sales@durateq.com

Softeq Development Corporation
1155 Dairy Ashford, Suite 125
Houston, Texas 77079

888.552.5001 main

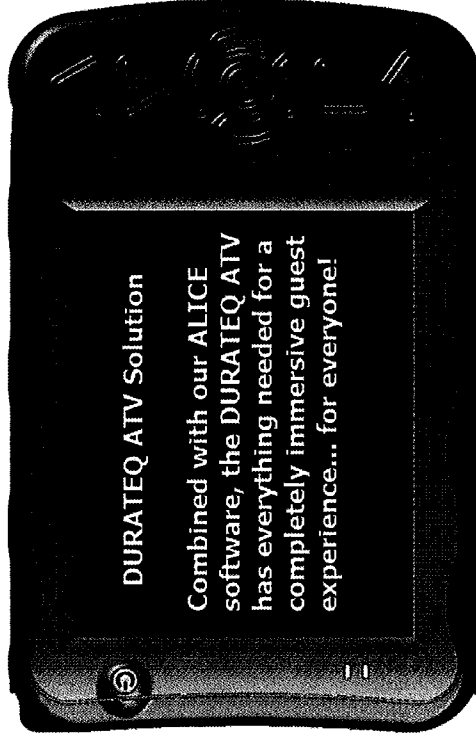
281.552.5099 fax

SOFTEQ

HEAVY DUTY. WITHOUT THE HEAVY.

DURATEQ ATV platform

- Developed for and battle tested in Florida theme parks
- Based on industry standard PDA platform (Marvell PXA270 & WM 5.0)
- Sealed casing: IP 54 rated for dust and moisture resistance & drop-tested to 3 feet
- Built-in WiFi, Bluetooth, FM Tuner, and Enhanced IR transceivers
- SD slot for memory expansion
- Optional GPS module for outdoor triggering
- Break-away neck lanyards and comfortable over-the-ear headphones
- UL & FCC certified, European CE mark, RoHS compliant
- VPAT available upon request

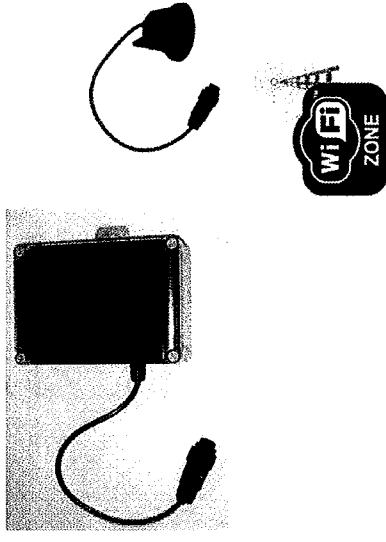


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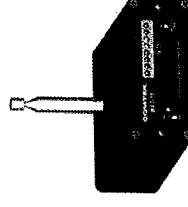
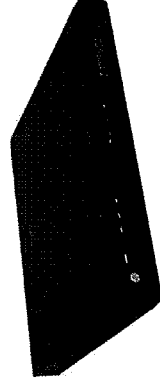
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Classic DURATEQ ATV System Components

10



- IR network, GPS for outdoor or even WiFi thru-out facility with ample bandwidth
 - Pervasive footprint and coverage required
- Venue Content and Captioning
 - Can use existing audio tour content
 - Create captions and audio description scripts
 - Recorded voice over
- DURATEQ ALICE Captioning Engine & Client apps
 - PC application to prepare content
 - Software license for each device
- FM transmitters (if necessary)
 - Tuned to assistive bands for re-broadcast of PA plus featured audio
- Consumer devices
 - DURATEQ ATV rugged devices dedicated for required on-site accommodation for CC, assistive listening, and audio description
 - Enhanced IR, FM tuner, optional GPS

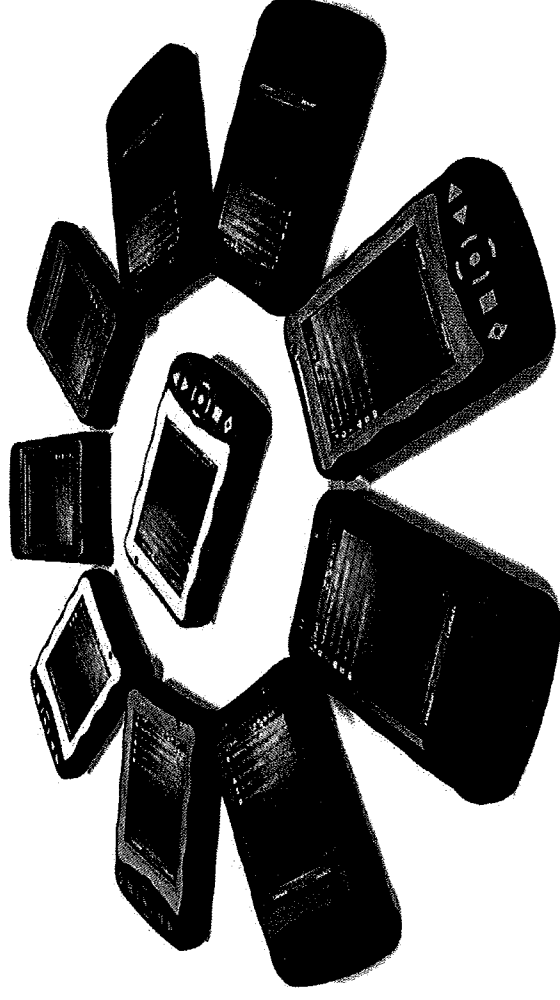


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DURATEQ handheld device option for on-site accommodation

11

- Thinnest and Lightest rugged handheld* available on the market today!
- Fully customizable at low order quantities
 - Software & Hardware
- Competitive Cost
- Stable platform
- Long Lifecycle
- Ideal form factor



* Mil Std 810F conformance test passed 12/08

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Next Steps – what you need to get started?

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1. Information discovery phase
 - Site plans information – square footage, drawings
 - Scope of coverage desired – main traffic, concession areas, etc.?
 - Estimated number of disabled guests to serve at one time?
 - Content & Captioning plans - system in place now?
 - WiFi network infrastructure status?
 - A/V Control room network schema?
 - Decision of services to offer: captioning, audio tour, assistive listening, audio description
 - Any other enhanced services or custom programming?
 - Desired Timeline of installation
2. Durateq will provide a formal proposal with price quote after discovery interview or RFP
 - Detailed equipment, software, and services will be provided
 - Purchase, Financing or Leasing Options available

For more information call or email:

Trey Litel

trey.litel@softeq.com

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www.durateq.com/atv.asp

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Why *DURATEQ ATV* for your real-time assistive technology solution?

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- History of success & proven track record
 - Softeq operating since 1997, and assistive since 2002
- Extensive Assistive Technology project experience
 - Fortune 500 clientele: DURATEQ Assistive Technology provides content for blind and deaf visitors today at Walt Disney World, World of Coke Museum, and the Hall at Patriot Place
- Experienced technical software development
 - Solution customized to work with your audio / video control & network infrastructure
- Leading edge mobile and infrastructure hardware
 - Durateq ATV, iPhone, iPod Touch, Blackberry, Windows Mobile
- Attention to detail
 - Site analysis, quality assurance, testing, training, service & support
- Affordable & fast
 - Centrally located in Houston, TX!

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Classic DURATEQ ATV SOLUTION

Get immersed in the experience with the Durateq ATV featuring ALICE software

- Audio amplifier supports volume levels for **Assistive Listening**
- Unique shaped buttons for the **Audio Description & Narration for Blind or Low Sight**, for menu selections or adjusting volume
- Vibration alert notifies users of new content
- FM Receiver capable of receiving FCC designated assistive listening frequencies
- IR receivers for seamlessly synchronizing content with exhibits and shows, using patented JAMSYNC technology
- Large screen displays **Handheld Captions for deaf or hard of hearing**
- IR transmitter for enabling captioning content on external monitors
- Large 4GB storage capacity supports hundreds of hours of content in multiple formats and languages
- Rugged design withstands daily guest abuse in both inside and outside venues, yet small enough to carry all day
- Extended battery life and multi-unit docking station available for all-day performance

- Softeq's assistive software solution is named **ALICE**, which stands for the **Assistive Listening and Captioning Engine**. With ALICE, the advanced features of the Durateq are combined to deliver an automatic and immersive experience for all guests.
- While the unit is easily configured by a guest services representative, the user is locked out of extraneous functions of the device to ensure simplicity and security

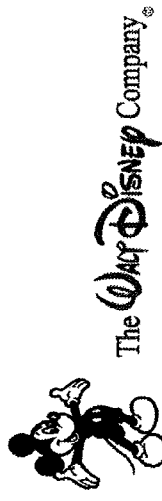
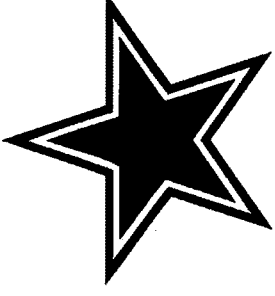


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DURATEQ ATV CASE STUDIES

Assistive Technology

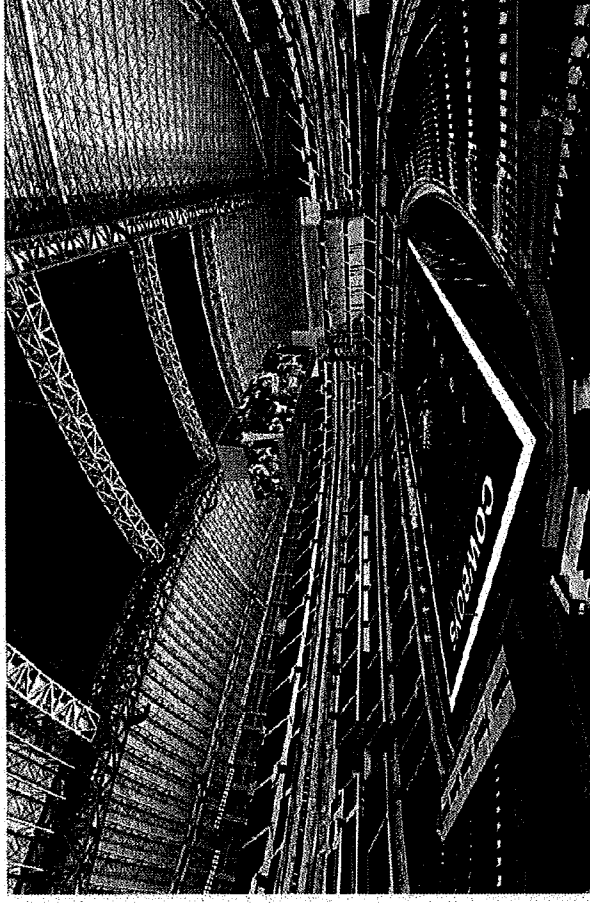
- Dallas Cowboys New Stadium in Arlington, Texas
- The Hall of the Patriots presented by Raytheon in Boston, Massachusetts
- The World of Coca-Cola in Atlanta, Georgia
- Walt Disney World Resort in Orlando, Florida



SOFTEQ

DURATEQ ATV CASE STUDIES: Dallas Cowboys New Stadium

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- Softeq & Intelligent Access teamed up to provide a comprehensive "stadium captioning" system utilizing the WiFi network at the new world renowned multi-use stadium. The *DURATEQ Live with Intelligent Access* solution provides closed captioning and adds assistive listening plus descriptive narration in English and Spanish. DURATEQ ATV units will be on hand for checkout late 2009. The captioning can also be accessed with WiFi-enabled consumer devices running an application on iPhone, Blackberry, or Windows Mobile. Content & application update for a self-guided stadium tour is planned for 2010.

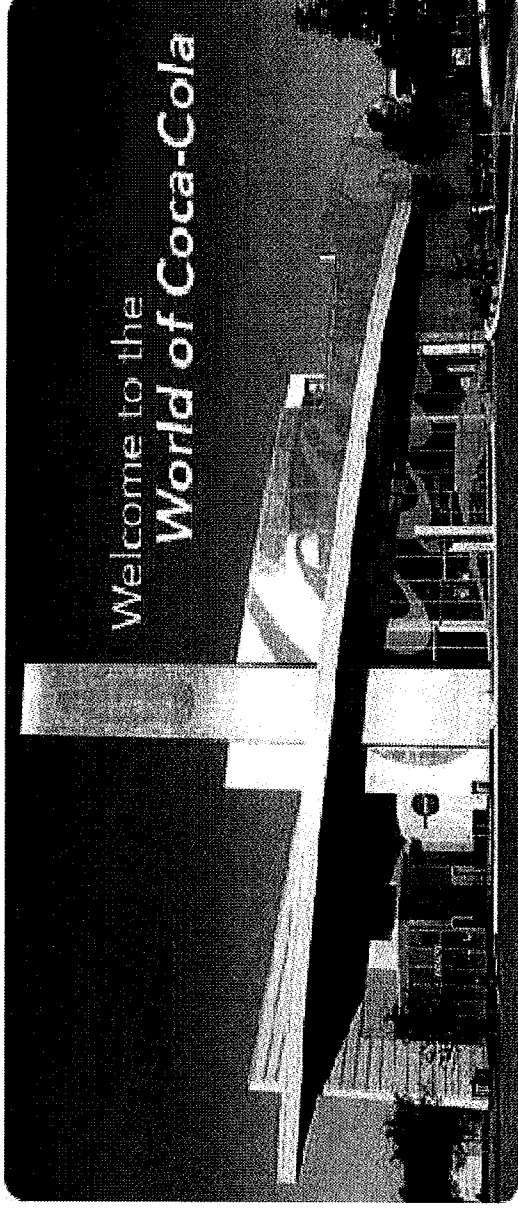
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intelligent
ACCESS

SOFTEQ

DURATEQ ATV CASE STUDIES: World of Coca-Cola

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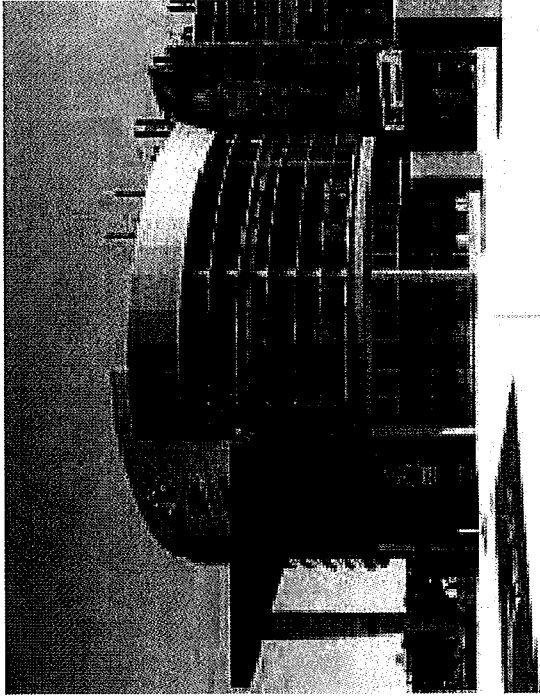


- Softeq integrated the DURATEQ ATV solution at The World of Coca-Cola, where it is used for closed captioning, descriptive narration, assistive listening, and for language translation. Special units were created in "Coca-Cola Red." Content updates and Japanese translations planned for late 2009.

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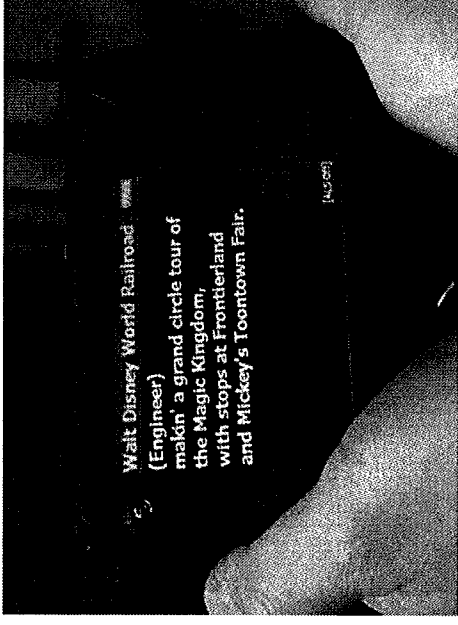
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DURATEQ ATV CASE STUDIES: The Hall at Patriot Place presented by Raytheon



- Softeq was involved with the assistive planning for The Hall at Patriot Place before the ground was broken. The Hall is a technologically advanced venue and presented quite an assistive support challenge. The DURATEQ ATV solution was able to meet that challenge with its own technologically advanced assistive features.

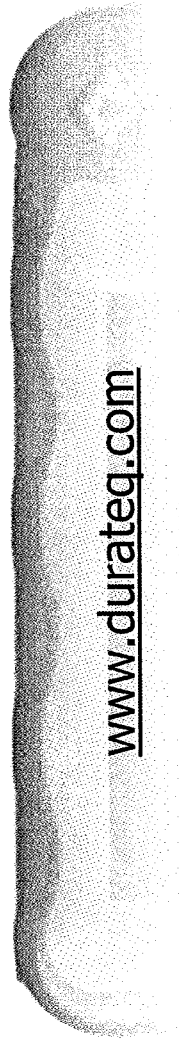
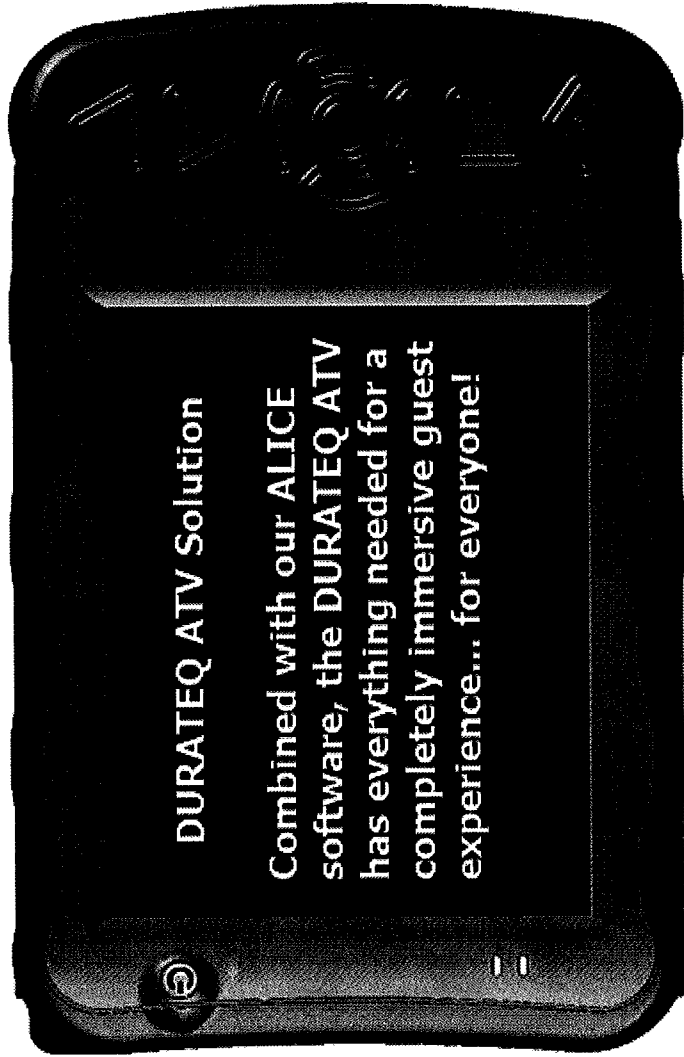
DURATEQ ATV CASE STUDIES: Walt Disney World



- HP recommended Softeq to Walt Disney World's Safety and Accessibility organization to create a personal device and develop an application to present real-time experiential media to blind, low sight, deaf, and hard of hearing guests. Softeq delivered a rugged handheld based on HP iPAQ and the ALICE app to take advantage of Disney's proprietary wireless technology. Softeq is Disney's sole licensee and owns the exclusive commercial marketing rights for this advanced, assistive technology solution.

Assistive Technology meets Rugged Handheld.

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Top 5 Barriers to adoption for technology media accommodations

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We can help you knock down the barriers...

1. **Funding!** *Purposeful underwriting or sponsorship is good PR for your partner*
2. **Lack of need understanding by management – do we really need this?** *Yes, ADA is getting lots of attention now.*
3. **Fear of failure - will it really work in my environment, will it be well received?** *Yes, blind and deaf patrons appreciate Durateq.*
4. **Staff training challenges – can my team implement?** *Yes, we provide training program and materials.*
5. **Envisioning ever newer technologies – wondering if maybe there is something better? Our system is upgradeable and expandable.**

DISNEY DEVICE DELIGHTS

Guest assistive services based on HP iPAQ PDA



“Disney engineers have worked for years to make the magic of Disney come alive for guests with hearing and/or visual disabilities. The HP iPAQ PDA was clearly the right platform for the assistive device we wanted to build. Collaborating with HP and Softeq made our vision a spectacularly successful reality.”

—Greg Hale, Worldwide Safety and Accessibility, WALT DISNEY Parks and Resorts

Objective:

Provide lightweight, durable, full-featured assistive device for guests with hearing and visual disabilities

Approach:

Collaborate with HP and Softeq Development Corporation to build DURATEQ assistive device on HP iPAQ PDA platform that integrates Disney’s proprietary communication technology and assistive device needs into a single rugged device

IT improvements:

- Combine multiple assistive devices into one
- Reduce first-generation weight and bulk significantly
- Simplify assistive-device infrastructure and maintenance
- Deploy cost-efficient extensible platform

Business benefits:

- Bring Disney magic to all guests
- Delight customers with easy-to-use, convenient device
- Cut assistive technology development and maintenance costs
- Create platform with multiple industry and business applications

You’re aboard the JUNGLE CRUISE® boat Volta Val gliding past elephants, hyenas and hippos. You’re about to meet Trader Sam the shrunken-head salesman. But what if you have a visual disability? How could you be included in the parts of this experience that depend on visual information? Or what if you’re deaf or hard of hearing and can’t hear what the skipper is saying? That is something Disney engineers have been thinking about for a long time. They wanted to develop an assistive device for guests to use at Disney Parks® that was easy to carry, could withstand rain and falls onto concrete, and ran all day without the battery running out.



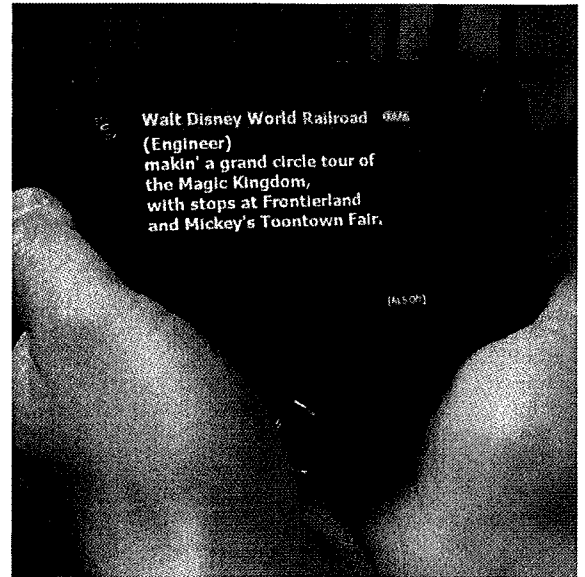
HP customer case study: HP, Disney, Softeq collaboration builds award-winning DURATEQ assistive device on HP iPAQ PDA platform

Industry: Media, arts and entertainment



"Disney had the original vision and it defined the requirements. Softeq handled product development and design, tooling, testing, software development, and overall project management. Holding it all together were the superb features and quality of the HP iPAQ PDA platform. The resulting DURATEQ handheld serves the needs of a wide range of accessibility."

Chris Howard, CEO, Softeq Development Corporation, Houston, Texas



Thanks to collaboration between Disney, HP and the system integrator Softeq Development Corporation, that device exists today. It's the award-winning DURATEQ, a customized version of the HP iPAQ PDA.

"We had been looking many years for a way to deliver captions in narrative attractions where fixed captioning systems weren't an option," says Greg Hale, Chief Safety Officer and Vice President of Worldwide Safety and Accessibility for WALT DISNEY Parks and Resorts. "In the HP iPAQ PDA, we not only found a solution but a platform for building handheld captioning, video-captioning activation, assistive listening and audio description into a single lightweight, durable device that is simple to use and easy to maintain."

Award-winning design and engineering

Disney's Handheld Devices are available at Guest Relations at WALT DISNEY WORLD® Resort and DISNEYLAND® Resort. It's free, weighs just 7.2 ounces and fits in the palm of your hand; once you have the device simply go and enjoy your day; the DURATEQ knows what to do. Utilizing Disney's patented* location and synchronization technology, it receives data from infrared signals—invisible beams of light—from overhead transmitters located throughout the park. These signals automatically trigger event-synchronized audio and screen displays, with no buttons to push except volume control.¹ After testing a new audio service, Attraction Description, one guest

commented that the device provides something that people with visual disabilities almost never get in real life: "a full description of our surroundings." In fact, Disney's recognition for achievements in accessibility includes the da Vinci Award for Assistive Technology and the National Association of the Deaf Access Award.

"Disney has a passion for accessibility," Hale says. "The DURATEQ HP iPAQ device lets people with disabilities fully enjoy the magic of the Disney experience."

Hale and his team of Disney engineers had debuted an early, limited-feature version of this assistive device in December 2001, at the "Walt Disney: One Man's Dream" exhibit in honor of what would have been the founder's 100th birthday. The device was innovative but cumbersome.

"We'd built the original prototype on an HP platform," Hale recalls, "but after some initial testing we wanted to look at how to extend the battery life, and develop a more rugged device—that would hold up in a theme park environment. We surveyed the market for a new platform, and the HP iPAQ PDA was the clear winner. Its screen was easy to read both indoors and outdoors, it had a long battery life, and it offered the expansion capability we needed. It lacked the rugged features and some other technologies, but HP and Softeq delivered those in a customized device—with a Disney logo to boot! "

Customer solution at a glance

Primary applications

Handheld captioning, video-captioning activation, amplified audio and audio description for theme park guests with hearing and visual disabilities

Primary hardware

• HP iPAQ PDA

Primary software

• Custom-built software for Assistive Technology, GPS and extended battery life

The DURATEQ is thin and lightweight. HP iPAQ mobile handheld devices come in a variety of Smartphone, GPS and PDA models for home and business use. The base platform of the DURATEQ is an HP iPAQ PDA with a 3.5-inch screen, genuine Windows® Mobile 5.0 Premium Edition operating system, and Wi-Fi (802.11 b/g),² Bluetooth®, and Serial IR wireless technology.³ This model's re-engineering into the DURATEQ is a case study in creative collaboration.

A powerful collaboration: Disney, HP, Softeq

HP and Disney have been collaborating in technology since 1938, when HP founders Bill Hewlett and Dave Packard provided equipment used in the first known version of surround sound, for the movie *Fantasia*. For the Disney project, HP brought in a partner of its own, Softeq Development, a system integrator and product developer based in Houston. Disney engineers presented Softeq a list of requirements: The assistive device had to withstand a four-foot drop to concrete and daily handling by sunscreen-smearing hands. It had to both receive and transmit infrared signals, and receive FM. It had to be lightweight, splash-proof and run at least 10 hours before the battery ran out. It had to offer amplified audio and low-vision features such as high-contrast, tactile buttons. It had to vibrate, so users would know when to put on their headphones or check the screen. Disney also wanted a five-unit docking station, so multiple units could be charged simultaneously.

"Disney had the original vision, and it defined the requirements," recalls Softeq CEO Chris Howard. "After that, it was a back-and-forth collaborative development engagement. HP provided hardware and some technical support. In terms of project management, product design, tooling, validation & quality testing, and software development, making Disney's vision a reality was Softeq's responsibility."

Softeq modified the HP iPAQ PDA internals with an audio amplifier, signal processors, vibration motor and GPS software. Softeq worked with Disney on synchronizing show content with captioning and audio using Disney's patented technology. Softeq also replaced the original casing with a durable plastic and rubber overmolding, stacking the electronics within securely so they wouldn't budge when dropped. Finally, Softeq wrote an application called ALICE (the Assistive Listening and Captioning Engine) to drive all of the assistive technology, synchronize content, and maximize battery life. Then, Voila! The DURATEQ debuted as a re-engineered, custom-featured handheld with HP iPAQ electronics.

"It could not have worked out better," says Disney's Hale. "HP brought us to Softeq, a custom integrator and product development house, and the company came through beautifully, built a great device. After the years of work we'd put into it, to have an outcome like this was more than gratifying."

The outcome for end users—confirmed through usability testing with disability groups—is full-featured accessibility and ease of use. The outcome for Disney is excellence in meeting a deeply respected customer need. "We've eliminated clutter and the need for guests to carry three or four devices," Hale says.

"The HP iPAQ PDA offered the screen size, indoor and outdoor usability, battery life and form factor that we could design our assistive device around. It was the perfect platform for making our vision of accessibility a reality."

Greg Hale, Chief Safety Officer and Vice President, Worldwide Safety and Accessibility, WALT DISNEY Parks and Resorts

The DURATEQ also saves Disney significant time and money. When assistive devices were separate, Disney had to deploy and support multiple platforms. Now it's all integrated, making it much easier to maintain the equipment and add new locations and features. "Now we can use the same signal for all services," Hale says. "That replaces a lot of old technology and makes it much less expensive than putting in new, separate systems. It's a much more cost-effective way to go."

The innovative technology has enabled Disney to introduce new Audio Description services for guests who are blind or with low vision. Attraction description provides Audio Description in an attraction, inserted within the natural pauses in the show, providing narrated information about key visual elements such as actions, settings, costumes, gestures, and scene changes. Disney is piloting descriptive narration, which provides Audio Description in outdoor areas using GPS. The technology could also support language translation and live interactive capabilities. Disney's Handheld Device services are expanding from WALT DISNEY WORLD Resort in Florida to DISNEYLAND Resort in California.

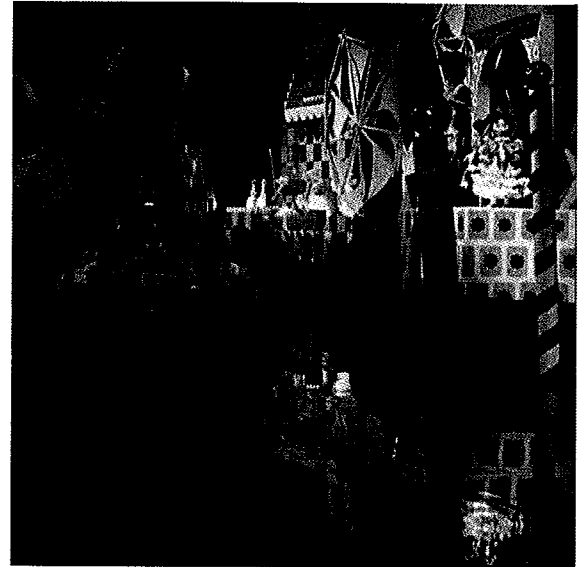
A wealth of emerging applications

The DURATEQ has also been deployed in Atlanta's New World of Coca-Cola and the New England Patriots new museum.

Potential industrial, retail and commercial applications are unlimited. DURATEQ fills a market niche between commercial handhelds and military-spec versions, which are bulky and expensive—anywhere from 40 percent to 300 percent costlier than the HP iPAQ PDA, Disney learned in a survey. Because the DURATEQ runs on a Microsoft® Windows Mobile platform, it comes with mobile handheld versions of Microsoft Outlook, Word, Excel and Internet Explorer. Its built-in Wi-Fi and Bluetooth protocols support wireless communications, while secured SD and CF card slots prevent tampering. Optional accessories include a magnetic stripe reader, bar code scanner, RFID module, multi-unit charging dock, and GPS module.⁴ All this opens the device to numerous applications in guest services, hospitality, field operations, warehouse management, and entertainment.

“Museums, movie theaters, stage shows, tours—the DURATEQ extends accessibility where it previously was impractical, such as attractions that send guests through multiple show scenes or outdoor environments,” Hale says. “In addition, its durability and expansion capabilities open up non-assistive applications such as point-of-sale, warehouse management, and its GPS functionality is currently being used in forestry logging. The DURATEQ is a robust and lightweight industrial handheld PC.”

Disney and HP share a passion for accessibility. Like Disney, HP is committed to improving access to



information and technology for all users. Such a commitment involves more than product delivery, but an understanding of the complex and changing challenges people with disabilities and age-related limitations face every day. Thinking about Disney’s journey from striving for accessible solutions to the development of a potent new multi-purpose tool, Hale adds: “We had to invent a technology to provide a service we wanted for our guests. With the superb support of Softeq and HP, we developed a device that can do well in many, many settings. We don’t want to keep this to ourselves.”

To learn more, visit www.hp.com/accessibility
www.hp.com/go/ipaq
www.durateq.com
www.softeq.com

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*U.S. Patents 6,785,539 and 7,224,967 may apply.

¹Listening to personal stereo equipment at full volume for long periods can damage the user’s hearing. In order to reduce the risk of damage to hearing, lower the volume and amount of time listening at full volume.

²A standard WLAN infrastructure, other Bluetooth-enabled devices, separately purchased equipment, and a service contract with a wireless airtime provider may be required for applicable wireless communication. Wireless Internet use requires a separately purchased service contract. Check with service provider for availability and coverage in your area. Not all web content available.

³Daylight-usable serial IR provided by custom hardware in the DURATEQ.

⁴Sold separately or as an add-on feature.

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Microsoft and Windows are U.S. registered trademarks of Microsoft Corporation.

Bluetooth is a trademark owned by its proprietor and used by Hewlett-Packard Company under license.

This customer’s results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

4AA22440ENW, January 2009



DURATEQ ATV Project Overview

DURATEQ

Heavy Duty.

Without the Heavy.

This case study is an overview of the DURATEQ ATV project implemented at the World of Coca-Cola museum in downtown Atlanta, Georgia. Since opening day, Softeq's DURATEQ ATV devices have provided immersive experiences for hundreds of guests with sight or hearing disabilities, enabling them to fully enjoy what the World of Coca-Cola intends for everyone!

Assistive technology has truly come to life at the World of Coca-Cola today. Continue reading to see how Softeq and Durateq can make it come to life at YOUR venue.



Figure 1: Outside Shot of Grand Opening of The World of Coca-Cola in Atlanta, GA

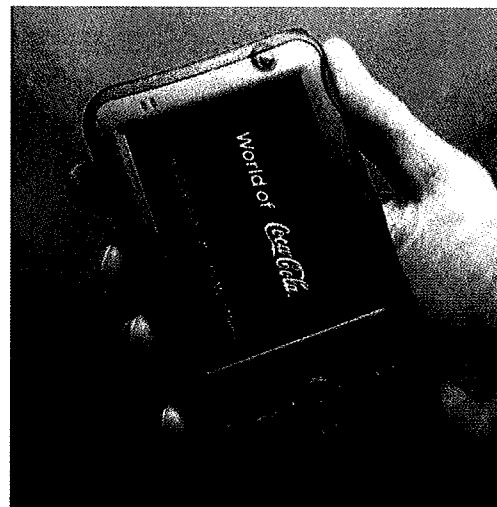


Figure 2: ATV DURATEQ in-use at the World of Coca-Cola Museum

Company

Softeq Development Corporation

Case Study

DURATEQ ATV Project Overview

Industry

Public attractions, museums, and entertainment venues

Solution

The DURATEQ ATV creates an immersive experience for everyone!

BEGINNING STEPS

The first step of any installation at a venue is to go to the site for an initial visit to scope the layout. It is important to see how exhibits are set up in order to develop an immersive assistive experience. For the World of Coca-Cola, Softeq members were invited for an initial consultation while the building was still under construction which was instrumental in making this particular project a success.

In most cases, the museum will first provide a blueprint of the floor plan and all the exhibits throughout the venue. At the World of Coca-Cola, exhibits are categorized into two different styles of attractions: “walk-through” exhibits (Coca-Cola artifacts, bottling line, etc.), and “sit-down” theater shows. These two types of attractions require similar equipment but different installation steps.



Figure 3: Guests inside the World of Coca-Cola

Next, Softeq consultants meet with the museum designers and discuss which exhibits need assistive support. The exhibits that are picked to be equipped with assistive content are then identified on the floor plan. For example, at the World of Coca-Cola, 20 different locations were chosen for assistive technology support. It is the venue designer’s final decision where assistive technology is installed and also what specific content they want to provide per location. DURATEQ ATV supports content for assistive listening, handheld captioning, descriptive narration and even foreign language translations. Museum designers may choose to support any or all types of assistive content per location.

Finally, the museum will typically partner with a content specialist to professionally produce the audio and captioning content, which Softeq then integrates onto the devices.

INSTALLATION IN THE EXHIBITS

Exhibit areas require small infrared (IR) emitters in order to complete the assistive technology solution. Each emitter is strategically placed usually high and out of sight. The emitters invisibly broadcast special codes so when a guest walks into the exhibit area, the device senses the code and plays back the appropriate content which is resident on the devices. (On the device there are lenses on the sides which are sensitive to infrared light).

One exhibit at the World of Coca-Cola is called “Bottle Works”. An IR emitter has been installed in that room and programmed with a unique code; therefore the emitter broadcasts that specific code through infrared light. The device is programmed so when it detects the “Bottle Works” code it knows that the guest is in that area and triggers the appropriate captioning, descriptive narration, or translation depending on the guest’s need.

Emitter

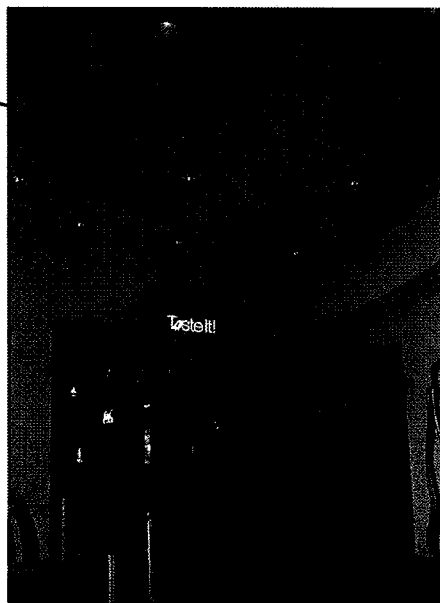


Figure 4: Emitter strategically placed

Emitter



Figure 5: Emitter strategically placed

INSTALLATION FOR THE SHOWS

There is a slight variation for the installation of the assistive support for the shows. In a theatre, IR emitters are installed similarly to exhibit areas, but they are connected to show controller so that content on the device can be synchronized with the show. The emitter cues the device to start handheld captioning, descriptive narration, or translation when “hit” by the emitter with specific codes, then continues to keep the content synchronized for the duration of the show.

Assistive listening is also supported and can be provided for the shows. The show is received over DURATEQ ATV’s built-in FM tuner. To make this happen, the actual audio of the show is broadcast over FM and then amplified by the device through headphones for guests that need assistive listening. In this case the device actually acts like a little

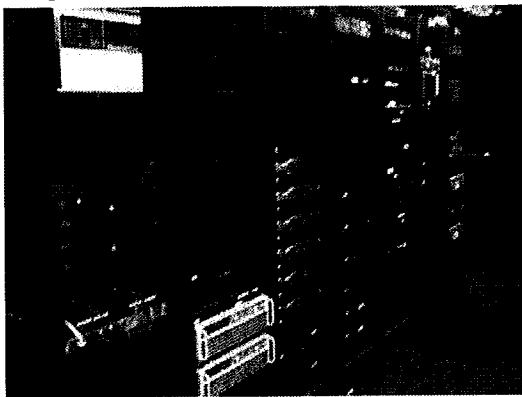


Figure 6: Show Controller

radio, and can also receive “live” audio from a tour guide or show host prior to or after the show.

In most cases Softeq will work directly with the audio/video integrator who is responsible for all the audio video equipment at the museum. Softeq worked with Electrosonic at the World of Coca-Cola.

STAFF INTRODUCTION AND READINESS TRAINING

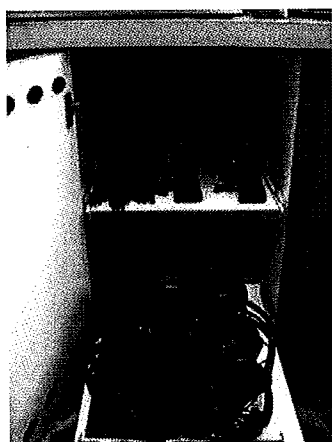


Figure 7: DURATEQ ATV Devices and Headphones at Guest services ready for action.

All DURATEQ ATV devices are stored at the guest services counter in their multi-charging docs. Softeq provides a brief training session for the staff to ensure successful adoption of the assistive technology solution.



Figure 8: Coke rep with DURATEQ ATV device and headphones

DURATEQ Handheld Solutions

Developed by Softeq Development, DURATEQ handheld solutions were created for businesses requiring durable, handheld technology in a small form factor. Based on HP IPAQ Pocket PC technology, DURATEQ gives you a ruggedized durable device that's maximized for compatibility with commercial and custom applications without the bulk, weight, and awkwardness of other rugged handhelds.

For more information, visit www.durateq.com.

Softeq Development Corporation

Headquartered in Houston, TX, Softeq Development Corp. specializes in system integration, project management, and product development for Fortune 500 companies worldwide guiding them toward a common goal: the successful release of a product.

For more information, visit www.softeq.com.

The World of Coca-Cola Museum

The World of Coca-Cola®, in the heart of downtown Atlanta, is the only place where visitors can explore the complete story -- past, present and future -- behind the world's best-known brand. For more information, visit www.worldofcoca-cola.com.

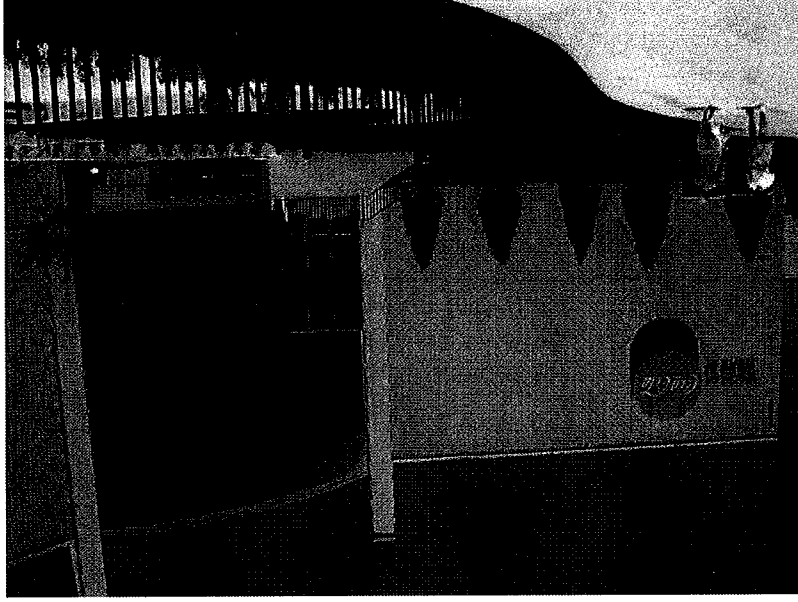


Figure 9: The World of Coca-Cola Museum in Atlanta, GA



DURATEQ

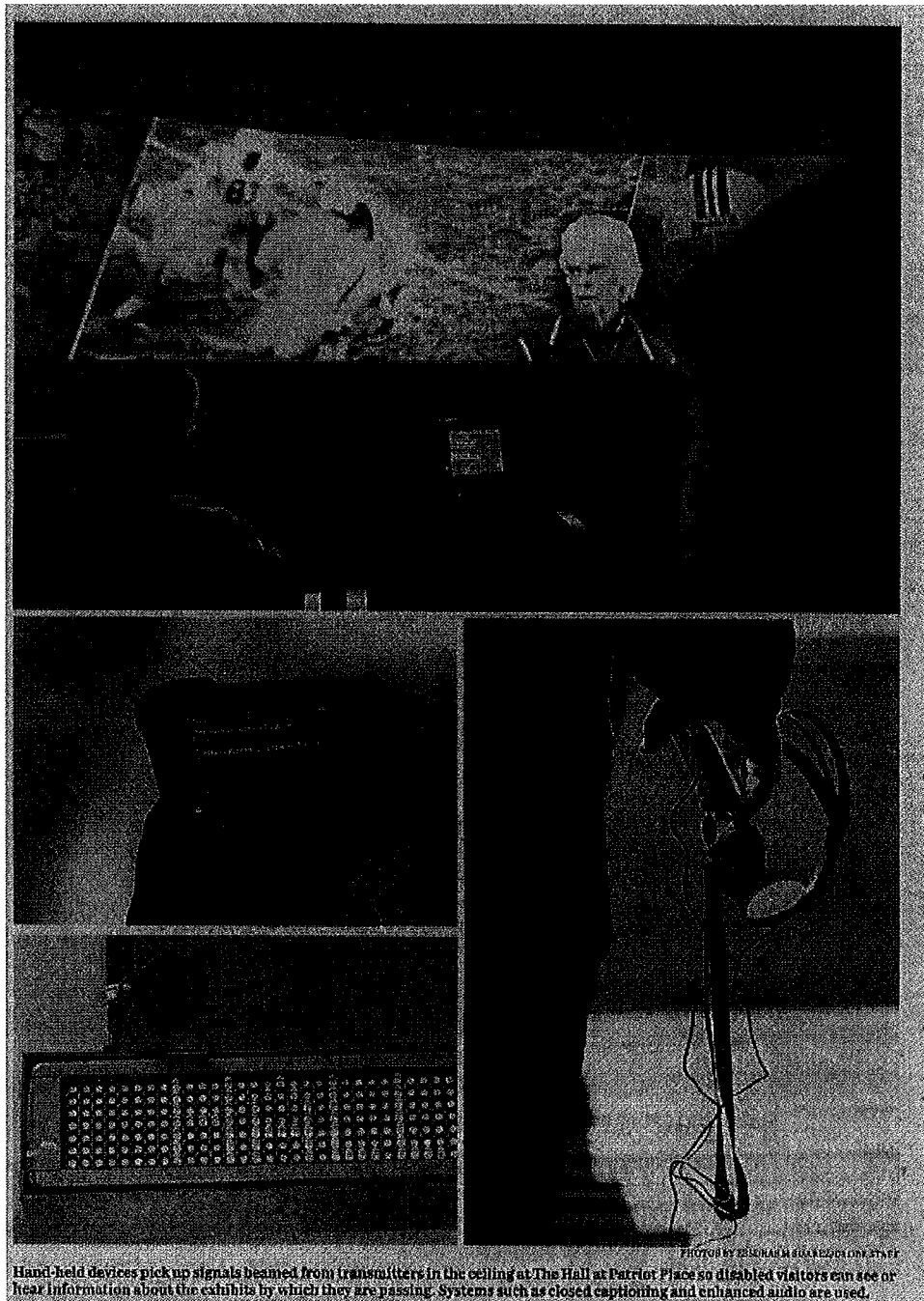
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MONDAY, JANUARY 26, 2009

THE BOSTON GLOBE

Business & Innovation



PHOTOS BY ZELMAN W. HARRINGTON/STAFF

Hand-held devices pick up signals beamed from transmitters in the ceiling at The Hall at Patriot Place so disabled visitors can see or hear information about the exhibits by which they are passing. Systems such as closed captioning and enhanced audio are used.

Pats' hall of fame levels playing field

State-of-the-art video, audio feeds let disabled tackle museum at their own pace

By Robert Preer
GLOBE CORRESPONDENT

FOXBOROUGH — New England Patriots fans with visual or hearing impairments soon can get closer to their team, thanks to a hand-held device that resembles a BlackBerry set in a thick rubber case. The Hall at Patriot Place, the Kraft Group's five-month-old Patriots football hall of fame next to Gillette Stadium, this week expects to add a listening and closed-captioning system that will allow people with disabilities to experience the museum in much the same fashion as visitors who are not disabled.

The hand-held devices are pocket computers that pick up infrared or FM radio signals beamed from transmitters in the ceiling. The system tracks visitors as they move about, triggering audio descriptions for the blind and closed captioning or enhanced audio for those with hearing problems.

The technology allows visitors to move about the museum at their own pace. Audio and video broadcast at the museum are synchronized precisely with the information on the devices.

"We want people who are disabled and not disabled to have a common experience when they come here," said Paul Brilla, project manager for Houston-based Softeq Development, the company that installed the system for team owner Robert Kraft's organization.

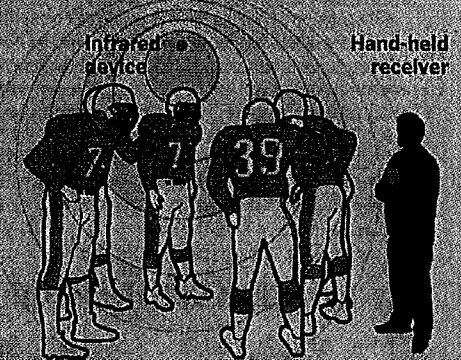
The museum features wrap-around video screens that show highlights of the Patriots' three Super Bowl victories and other key games. There are also game balls, uniforms, memorabilia, and interactive kiosks.

One of the more popular exhibits is a re-created huddle that includes life-size statues of players and quarterback Tom Brady calling a play. Visitors can stand in the huddle and hear Brady bark instructions. For a visitor who is deaf, the hand-held device runs closed captioning at the same

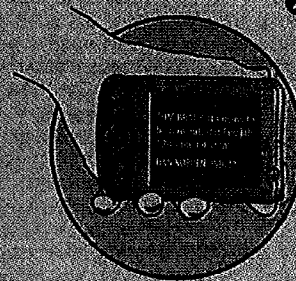
HALL AT PATRIOT PLACE, Page B7

Experiencing the huddle

At The Hall at Patriot Place, exhibits like "The Huddle" use state-of-the-art assistive technology for visitors with hearing or vision problems. How it works:



1 Infrared devices track the movements of people carrying the hand-held device and trigger audio and video feeds when they near the exhibits.



2 For deaf and hard-of-hearing people, closed captioning is displayed on the screen. For blind people, the device will produce narration they can hear.



SOURCE: Softeq Development Ltd.

JAMES ABUNDIS/GLOBE STAFF



ESDRAS RUBIAEZ/BCOBE STAFF

A visitor uses an assistive listening and captioning devices at The Hall at Patriot Place at Gillette Stadium in Foxborough.

Disabled tackle Pats' museum at own pace

HALL AT PATRIOT PLACE
Continued from Page 2

time Brady is speaking. Visitors who have partial hearing can wear headphones that receive enhanced audio from an FM transmitter. For those who are visually impaired, the device describes the scene in the huddle.

The Hall at Patriot Place is one of the first US museums to use this technology. Disney World, in Orlando, Fla., and the World of Coke in Atlanta recently installed similar systems.

"There are not many museums anywhere that allow people with sensory disabilities to have this kind of access," said Kevin McGuire, a consultant who has advised Kraft Group on Gillette Stadium and the Patriot Place shopping and entertainment complex.

Activists and advocates for the disabled say they welcome the system.

"This is a state-of-the-art system that makes the best possible use of technology," said commissioner Heidi L. Reed of the Massachusetts Commission for the Deaf and Hard of Hearing. "It is an important step forward."

Lise Hamlin, director of public policy and state development for the Hearing Loss Association of America, said the key aspect of the system is that it allows dis-

'This is a state-of-the-art system that makes the best possible use of technology. It is an important step forward.'

HEIDI L. REED
Massachusetts Commission for the Deaf and Hard of Hearing

abled visitors to go through the museum at their own speed.

Engineers were doing final installation and testing of the system last week. It is expected to be fully operational this week.

While the system at the Patriots' hall is new, the technologies it uses have been around for some time. Infrared signals have been in widespread use since television remote controls were invented decades ago. Closed captioning was developed in the 1970s. And the handheld computer is similar to the mobile computing and communication devices that have flooded the consumer market in recent years. The rugged casing allows the device to survive a drop to the floor and makes it water-resistant.

Fruha, the Sofnet project manager, said what makes the device special is its software, which allows the machine to perform multiple functions in response to users' differing needs.

Larry Goldberg, director of media access for WGBH public broadcasting in Boston, said, "It is a matter of taking a device that has common mainstream uses and reengineering it for another population."

For those with disabilities, however, technological advancement has been a mixed blessing.

Some innovations, such as voice recognition and closed captioning, have dramatically helped them to overcome their disabilities. But high-technology products aimed at mass markets often make no provisions for the disabled, effectively pushing them further from the mainstream.

"Advanced technology can leave people with disabilities behind," said Rosaline Crawford, director of the National Association for the Deaf Law and Advocacy Center. While almost all television shows now have closed captioning, only a small proportion of US movie theaters are

equipped with closed captioning or assistive listening technology.

Many museums have descriptive audio for the blind or visually impaired, but rarely are there closed-captioning devices for the deaf and hard of hearing.

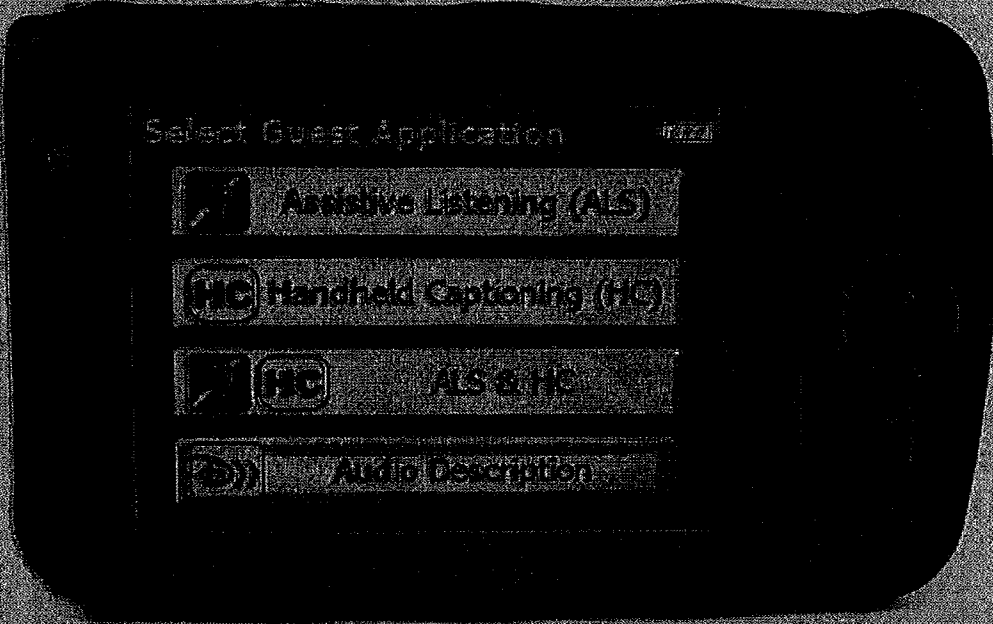
WGBH's media access group produced the closed captioning and audio descriptions for the devices used at the Hall at Patriot Place. The public broadcasting station has been a pioneer in such technologies since it invented closed captioning for a Julia Child cooking show in 1972.

Sofnet officials say devices designed for people with disabilities could eventually have wider uses, such as foreign language translation and special programming for children.

Ryan Dour, 29, who is blind and lives in Chicago, used devices like the ones at the Hall at Patriot Place during a recent visit to Disney World. He said the system transformed his park experience and enriched his life. He is planning another visit to Disney World this winter.

"It's about having the opportunity to be included in the experience," Dour said. "Now when the rest of the audience is laughing, I'm laughing, too."

Robert Freer can be reached at preer@globe.com.



WALT DISNEY WORLD

'Audio description' is the latest feature of a proprietary, wireless system Disney initially created for disabled guests.

Hear what isn't seen

Disney adds audio for the blind to attraction device that has captions for deaf patrons

By Jason Garcia
 SENTINEL STAFF WRITER

Walt Disney World has rolled out a first-of-its-kind service designed to let even blind guests "see" its famed attractions.

Called "audio description," the service provides visually impaired vacationers with a narrative depiction of the scenes that unfold as they move through rides such as the Magic Kingdom's Haunted Mansion or Pirates of the Caribbean.

It is the latest feature added to a proprietary wireless system that Disney World initially developed to help disabled guests. The system also includes features for deaf and hard-of-hearing guests, such as amplified sound and hand-held captions.

"We want to make our rich stories available to everyone," said Greg Hale, vice president of worldwide safety and accessibility for Walt Disney Parks and Resorts.

But it has also become something of a side business for Disney.

Through a three-year contract that was recently renewed, Disney licenses the technology to Houston-based Softeq Development Corp., which markets the sys-

tem to everyone from other tourist attractions to timber companies.

The system relies on a series of remote, infrared sensors and a durable, hand-held device initially built to withstand drops to the ground, rain and other liquid intrusion, and all manner of other punishment dished out during a day in a theme park.

Customers include the World of Coca-Cola museum in Atlanta, where a former general manager and the current attractions manager are former Disney World executives, and the Hall of Patriot Place in Foxborough, Mass., a hall of fame dedicated to the New England Patriots football team.

Both of those attractions, like Disney World, use the system to provide services to deaf and blind visitors.

But other types of companies are also interested in buying the hand-held unit itself, which Softeq sells as the rugged "Durateq."

Trey Litel, Softeq's vice president of sales and marketing, said Softeq markets the device to forestry and oil companies, industrial safety businesses and even restaurants interested in point-of-sale systems that allow servers to run credit card transactions right at their customers' tables.

Disney earns royalties on the software, which it has patented, and on the hand-held devices, which it developed jointly with Softeq.

Both companies declined to say how much the royalties amount to, but the potential market is significant. For example, Softeq hopes to cultivate clients from among more than 14,000 museums across

PLEASE SEE **DISNEY, B7**

Orlando Sentinel

DISNEY

FROM PAGE B6

the country.

Disney first introduced its version of the hand-held device in 2005, but it took company engineers much longer to perfect the audio-description feature. The descriptions must be perfectly synchronized to avoid interrupting an attraction's primary narration.

Engineers had to make various changes along the way. Tests revealed, for instance, that blind guests were uncomfortable using the original, two-ear headphones because they depend on their sense of sound to guide themselves around. So Disney replaced the headphone with a single ear-piece, which allows a guest to leave the

other ear unobstructed.

The system's narration also had to be carefully selected and produced to distinguish it from the other audio encountered in a Disney attraction.

For example, in the Haunted Mansion, where all riders listen to a ghoulishly themed male voice, the audio description produced by the hand-held device is provided by a female voice speaking in even tones.

Disney rolled out the audio descriptions earlier this spring, just before the Easter rush. The company says it is now working on expanding the service to include descriptions of outdoor areas in its theme parks.

Jason Garcia can be reached at jgarcia@orlandosentinel.com or 407-420-5614.

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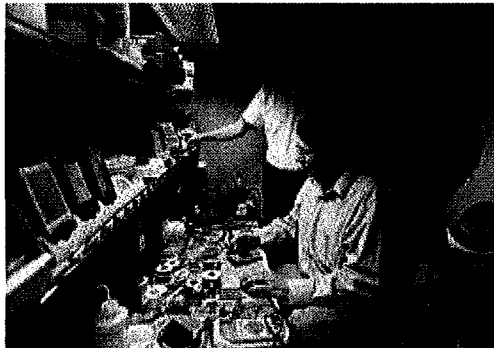


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Device helps those with visual, hearing impairments

By PURVA PATEL Copyright 2009 Houston Chronicle

July 11, 2009, 12:51AM



KAREN WARREN : CHRONICLE

Curtis Crisler, sitting, a technical engineer, works with Christopher Howard, left, CEO of Softeq, and Trey Litel, an official with Durateq. They've helped create devices that offer audio for the blind and captioning for the deaf.

A deaf fan can now tune in as NFL quarterback Tom Brady calls a play at a display in the New England Patriots' football hall of fame.

A blind guest can visualize London in the Peter Pan Flight ride at Disney World.

And blind and hearing-impaired visitors at the World of Coca-Cola museum can now get more out of a tour of company history.

All three venues are the latest to use a rugged hand-held device created by Houston-based Softeq to give visitors with visual or hearing impairments the same experience as others.

"It's a really innovative device," said Ronald Milliman, a spokesman for the American Council of the Blind. "The people we know who have used it are very excited about it."

The durable instruments — which offer audio for the blind and captioning for the deaf — are used at Disney World, museums and a timber company.

At Disney, where the device was first used, infrared sensors pick up signals sent from transmitters placed around the park. That triggers the appropriate captions or audio descriptions. The device vibrates for the deaf, letting them know captions are about to start.

For Softeq, it's a step into the growing assisted technology industry, which experts said is fueled by venues trying to comply with the Americans With Disabilities Act, a growing number of veterans returning home with disabilities, longer life spans and the constant evolution of technology.

"There's an enormous market," said David Dikter, executive director of Assistive Technology Industry Association. "Many of technologies have come from a need to access all the other technology such as making smart phones and hand-helds accessible to people with disabilities."

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So far, Softeq's device has earned the company nearly \$3.5 million in sales revenue since 2005.

Another division

The little-known Houston company has traditionally focused on being the engine under the hood for hardware that consumers use, such as flash drives, MP3 players and printers. It creates the software and drivers that help the devices work. The company posted revenues of \$5 million in 2008 and is on track to hit between \$6 million and \$7 million this year, the company said.

Five years ago, the company started another division, dubbed Durateq, to create sturdy hand-held mobile devices as well as the software to run it.

'Real time and unfiltered'

Rick Morin, who is legally blind, used it during a biennial trip to Disney in April. The Boston resident noticed a hidden staircase and directed his fully sighted wife, thanks to the audio description he heard, to the ghostly footprints on the stairs in a haunted house the pair visited.

"We've been going to Disney since 1977, and she had never seen it," Morin said, adding that now he doesn't have to rely on descriptions by companions. "They tell you what they think you want to hear. But here you get it in real time and unfiltered."

Softeq originally created the instruments, which

look similar to PDAs encased in thick rubber, in collaboration with Disney but has since licensed the technology and sees a market beyond museums and theme parks.

"I like to say it was battle-tested at Disney," said Trey Litel, vice president and general manager of Durateq.

'Not inexpensive'

The company can customize the units by installing Windows-based and touchscreen applications. It can also add a credit card reader, a bar code scanner, a speaker, global positioning systems or a radio-frequency identification reader, which reads tags akin to barcodes with radio waves.

The speaker could be used with a speech generation software to help those with speech disabilities talk. And the bar code scanner could be used for everything from price checks to keeping track of inventory. The credit card reader would make it easy for waiters to take orders and print receipts at a diner's table or sell beer to fans at their seats at a football stadium.


"It can pretty much replace anything where people use a pen and paper," Litel said. But businesses and museums are hesitating because of the \$800 to \$1,200 price tag. Still, because the company can program software and provide the device, Litel thinks they've got a step on the competition.

"It's not inexpensive," Litel said. "But it's

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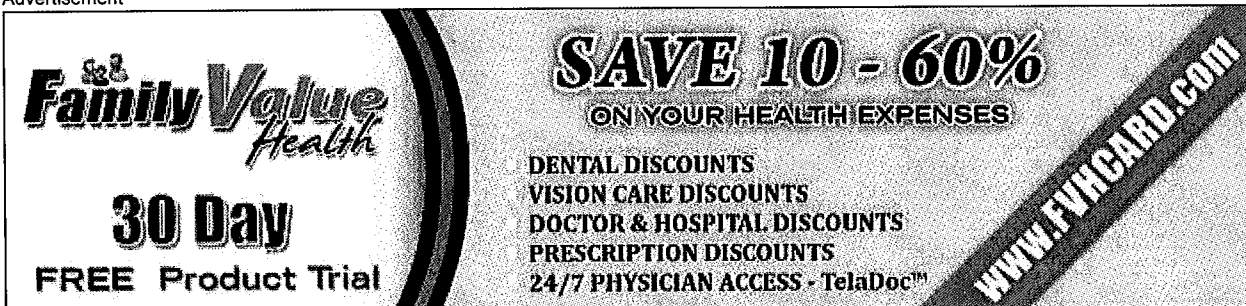
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WGBH SCRIPT SAMPLES



Drawing in Space: The Peninsula Project

Tour Telephone #: 850-238-3002

Stop Number One **Je Souhaite.**

Making its debut in the Peninsula Project, Je Souhaite measures 80 feet tall, 30 feet wide, and 30 feet deep. Completed in 2008, the silver-blue monument is constructed of steel. It stands in Bicentennial Park at the end of the deep water slip of the Miami seaport.

Four tapered, rectangular slabs lean together, forming a tall tent-shape. At the monument's base, a square section appears to have broken off and leans at its own angle. Two tall beams emerge from the tent, stabbing up at the sky like slim, sharp knives. Another beam crosses horizontally, as if blocking the other two. From one viewpoint, the monument presents a streamlined sculpture with clean, almost simplistic lines, while another viewpoint reveals a layered, intricate composition.

Stop Number Six. **Quark.**

"Quark" was created in 2008 by John Henry, taking its title from the book, "The Quark and the Jaguar" by Murray Gell-Mann. On display in Tallahassee's Doug Burnette Park, this three-dimensional steel sculpture measures 70 feet tall, 36 feet wide, and 33 feet deep. The piece is painted glossy blue.

Three rectangular slabs rise vertically from the ground, tilted at haphazard angles and leaning, as if just beginning to fall away from each other. A tall vertical beam -- twice as long as the slabs -- shoots up from the center of the cluster. Two shorter beams appear to HOVER over the slabs, intersecting each other at mismatched angles. The grouping of slabs and teetering beams suggests a house with a fallen roof, with a dominant tower rising from the center.

3 Description Writing Samples

1. New England Patriots Hall of Fame Museum :

The Kick, In the Moment

A small room on our left offers visitors a chance to try to kick a field goal. A football sits on a kicking tee, on white artificial turf. Visitors can try to kick the ball toward animated goalposts on a video screen. Please ask an available staff member for assistance.

[SHORT PAUSE] At the other end of the artificial surface, across from the kicking area, is a geodesic dome with white cloth walls. Inside, animated snowflakes stream down the walls, as if we're in a SNOW GLOBE. Adam Vinatieri's kicking shoes are cast in metal and mounted on a waist-high pedestal, and a video screen shows a film of the "Snow Game."

To the left of the Snow Game exhibit, a floor-to-ceiling case titled "AFC Champs" displays the team's six Conference Championship trophies, as well as photos, posters, magazine covers and game jerseys.

In the background is a wall-sized photo of Tedy Bruschi raising the Lamar Hunt AFC championship trophy. Fan memorabilia includes a 1996 Wheaties box featuring the Patriots, and a sweatshirt and a foam "number-one" finger from 1985.

Hanging from the ceiling directly above us is a small lawn-tractor with a rotating-brus SNOWPLOW attachment. Yellow GOAL POSTS are also suspended from the ceiling with the crossbar and the uprights surrounding the tractor.

A sign reads "The actual John Deere tractor driven by Mark Henderson hangs above. Now you can listen to Henderson and kicker John Smith provide their take on one of the Patriots most memorable moments."

2. Disneyland (Theme Park Anaheim, California) Storybook Land Adventure ride

In a wide, cobblestone plaza, an iron fence with ornate trim forms a border along a small canal. With the fence on our left, we approach the entrance to Storybook Land. We pass MONSTRO the WHALE, surfacing in the canal! His gaping mouth is lined with huge, sharp teeth.

We continue past a gentle hill rising from the far bank of the canal. On the hillside, low green hedges are trimmed to form the words "Storybook Land."

As we follow the fence on our left around a bend in the winding canal, we come to a narrow entrance. On the right stands a 12-foot-tall LIGHTHOUSE with red and white horizontal stripes. A sign reads "Storybook Land."

Two metal railings form a long, winding walkway that leads to a DOCK on the canal, where we wait to board the boat that will take us on our Storybook Land adventure.

Follow the walkway to the docked canal boat. Inspired by the barges of northern Europe, these small canal boats carry eight to twelve passengers. We'll enter the boat from the right-hand side, stepping down about 6 inches from the edge of the dock.

As the ride begins, this gently-flowing waterway will carry our boat on an escorted, narrated tour of Storybook Land, where the homes and villages of famous fairytale characters are recreated in miniature.

3. Nature (Television Production of WNET/airs on PBS) Drakensberg, Barrier of Spears

[FADE UP] Now, jagged mountains loom above a grassy slope. ELAND antelope the size of cows graze in a herd. Bolts of lightning flash in the sky. Overhead, a VULTURE soars.

["TO THE PEAKS OF SOUTH AFRICA'S LARGEST MOUNTAINS, THE DRAKENSBERG."] The eland herd marches up a green slope toward rocky peaks.

["BUT THE WEATHER BITES ANXIOUSLY AT THEIR HEELS."] Dry grass bursts into flame. A title appears: "Drakensberg. Barrier of Spears."

[PAUSE] In a montage, a burning sun rises behind a tree. Giraffes gallop across a savannah. [PAUSE] A shark glides underwater; a whale breaches; a red fox pounces.

[PAUSE] A glossy black manta ray flaps its wings. Two white geese come in for a water landing, skidding on their webbed feet. A toucan turns its head, revealing the black dot on its large orange bill.

[PAUSE] A penguin stretches its neck. A red lily slowly opens, and an arctic wolf steps across the tundra. A black stripe along a cheetah's nose fades into the branches of a thorn tree. The image becomes a logo, and birds flutter to form the tree's umbrella-shaped canopy. "Nature."