

SINGLE SOURCE CERTIFICATION

DATE: 11/2/2022

Authority is requested to make the following purchase under the provision of USF System Regulation USF4.02010(IV)(A)(2)(b) as a non-competitive purchase available from only one source.

ITEM(S): Turnkey LED Volume

PRICE: \$ 200,000 **FUND #:** 03725

VENDOR ID: 0000096933 **REQUISITION#:** NA


VENDOR NAME: Vu Technologies **PURCHASE ORDER #:** _____

FEDERAL GRANT: Y N

Describe the equipment, commodity or contractual service and how it is to be used. Provide the justification for the single source (note price cannot be used for justification). Attach additional pages if necessary.

SEE ATTACHED DESCRIPTION FOR SINGLE SOURCE.

Purchasing Agent **Date**
Authority: USF4.02010(IV)(A)(2)(b)

DocuSigned by:
 **11/1/2022**
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Approved by: **Date**

PUBLIC POSTING
START DATE 11/2/2022 END DATE 11/4/2022

Last Modified: 05/10/2021

- The Commodity and its Intended Use

Purchase of a Turnkey LED Volume used for virtual video productions from Vū Technologies. Virtual Production combines live-action footage and 3D computer graphics for real time, in-camera effects, revolutionizing the way we produce videos. This technology will allow our team to provide faculty with the ability to develop more content for their online courses in less time with a higher level of quality and engagement for students. It also breaks down barriers with regards to availability of location filming. With virtual production, faculty will be able to film virtually anywhere in the world at no additional cost. Students will benefit greatly from the high level of production quality in their courses as it provides opportunity for greater engagement.

Along with the benefits afforded to online students, our production studio will benefit a number of face-to-face students as well. Our team will work with both Zimmerman School and College of the Arts students to train them to use the technology and set them up for future job opportunities in virtual production.

- The reason(s) the item is not subject to competition from other sources.

Vu Studios is the **only** LED Volume manufacturer/distributor and virtual production studio that provides a turnkey solution for virtual LED productions. Also, due to Vū Technology's close proximity and relationship to the University, they can provide us with a much higher level of training and support than any other company can offer us with no addition cost.

When investing in LED volumes (high-resolution LED video walls) for virtual production, there are many different aspects to consider where to purchase from and what is needed to execute a proper system. In order to use an LED volume for virtual production, you need to purchase the appropriate number of LED panels, a camera tracking system, a computer system with very custom specifications to operate the LED panels as well as the software needed to run the graphics systems.

Most companies provide and source only one part of this solution. This can be quite an undertaking, costing not only a lot of money but also a lot of extra time spent researching and sourcing the best vendors for all aspects.

Vū Studios specializes in creating custom turnkey studio solutions based on the customers' needs and takes the guess work out of the entire process for virtual production, the only company that offers it.

- The necessity for the purchase.

As technology advances in both the video production and online learning industries, our team needs to advance along with it to stay ahead of learning trends and improvements. Virtual production has seen incredible growth in the past two years and its trajectory continues upward. In order to stay in line with other state and private education institutions to provide the best quality learning experience, we need to provide the same opportunities to our students and faculty as they do. Several other State of Florida institutions have already purchased and instituted this technology into their content development. Florida State University recently purchased a larger version of this exact same system from Vū Studios as part of a competitive public bid and Vu was the only supplier that responded. There are several other universities in the state that have also either purchased or are preparing to purchase an LED volume, several from Vū Studios.

- Why only this service/commodity has unique features or qualities that will accomplish the required needs of the requestor.

This is the only available system that is a Turnkey LED Volume system, therefore all of the corresponding technologies needed for full operation (computers, camera tracking, software) are pre-programmed to work with seamlessly with Vū's LED panels. This provides us with a user-friendly, plug and play system that no other company currently provides.

- Why this provider is the only one who can provide a service or commodity in a needed time Frame?

We are looking to begin virtual production as soon as possible but purchasing these systems can normally take some time to source all of the different elements and ship to us. Then must pay to fly in their assembly and training teams. Vū is offering us a Turnkey Solution that is immediately available in their Tampa studio less than 3 miles away, therefore it can be delivered and set up as soon as we can purchase it.