



Tender Documentation

**American Air Museum Redevelopment Project:
Design & Installation of AV Software Package Two (Creative AV Production)**

AV PACKAGE TWO: APPENDIX 1



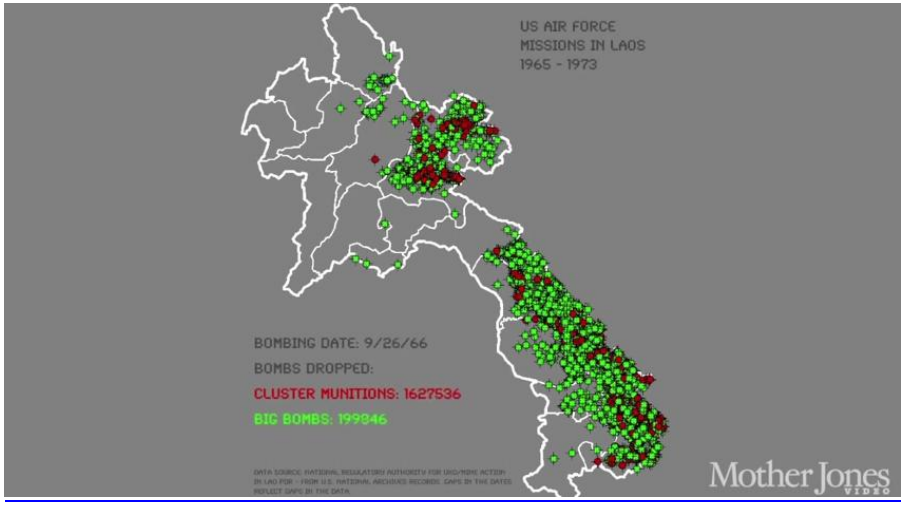
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AV	Exhibit Title	Introductory AV			
	Project Title	American Air Museum		Ref no.	AV 02
Completed by	B Redman	Date	20/05/2015	Version	1.2
Sub Area:	Introductory AV				
Type of media within exhibit:	<i>Existing & Archive film</i> <i>Still images</i> <i>Possible voice over / narration</i>				
Target Audience:	<i>All Visitors</i> <i>(Pre-booked groups can over-ride show)</i>				
Description of Exhibit:	<p><i>An introduction to 20th and 21st century conflict and co-operation.</i></p> <p><i>Visitors will encounter this exhibit at the start and end of their visit. Whilst primarily seen as an introduction it should also serve as a postscript for the museum, for those visitors who come to it before they leave.</i></p> <p><i>Visitors can view an AV show running on three screens set back from the western ramp. Each screen will be showing the same footage and the soundtrack will be consistent across the three (the exhibit is not conceived as a three-screen show, but the same show will run on three screens). One of the three screens will show the same programme with BSL.</i></p> <p><i>Visitors will have the opportunity to view the exhibit either standing or seated. As a result a longer running time is possible.</i></p> <p><i>The exhibit will act as an introduction to the key messages of the museum (defined as Bonds Forged in War, Loss and Locality and The Tools of War). It will incorporate archive and contemporary film to address these themes. It is anticipated that much of the content will be shared with exhibit AV04 (Narrative Islands) and that this content will be edited into a compelling programme that introduces visitors to the museum.</i></p> <p><i>A creative approach that makes the best use of the available content is required. Due to the possibility that visitors will not see the whole programme, and that they will likely see it from a point part-way through the overall running time, the content should comprise a series of self-contained messages that can easily be understood without the need to watch the whole exhibit through. It should be envisioned with no specific start or end point.</i></p>				
Duration & Activation:	<p><i>This show will loop repeatedly. However there will be an over-ride function available by arrangement with the AAM to allow groups to over-ride the loop and trigger the AV show to suit the needs of the group. Additionally an input panel will allow other content to be shown, by arrangement.</i></p> <p><i>The overall duration will be 7-10 minutes (max), but comprised of short self-contained messages that can be easily digested.</i></p>				
Exhibit Outcomes:	<p><i>This exhibit will identify and articulate the three key themes of the museum for all visitors. Visitors will understand that the museum is about the military connection between the US and UK and the people who served in the UK as a result.</i></p> <p><i>Visitors will be given a taste of the content available elsewhere and encouraged to explore the displays below to access more material.</i></p>				

Notes on Scope of Work required from contractor:	<p><i>This package of work involves the re-editing of editing source footage used within the sequences for AV04 into a single show. There is also a requirement to source some additional footage of key events not covered by the IWM archive.</i></p> <p><i>Scripting and recording a voiceover / narration may be required depending on the proposed treatment.</i></p> <p><i>On-screen graphics / text may be required, depending on the proposed treatment.</i></p> <p><i>IWM will supply the footage in its current format.</i></p> <p><i>The show should be subtitled where there is spoken word.</i> <i>Two versions of the final show are required; one with and one without BSL. (Provision of BSL should be included with the delivery of this exhibit however the service should be subcontracted to Remark Ltd).</i></p> <p><i>A title screen will be required between each loop.</i></p> <p><i>The final software should be supplied in the agreed format to either the client or the AV Hardware integrator for installation onto the hardware within the museum.</i></p>
Resources	
Content:	<p><i>Pre-recorded interviews made by the AAM team</i> <i>Archive film held by IWM and others</i></p>
Owner of Existing Content	<p><i>Imperial War Museum owns approx 80% of the content likely to be required. 20% of the content should be proposed and sourced by the contractor and may incur licensing fees.</i></p>
Technical / Hardware	
Hardware Specification:	<ul style="list-style-type: none"> • 46" LED Full HD Screen x 3 • HD Media Player x 3 • 4x4 HDMI Matrix Switcher • Laptop HDMI Input Panel • Apple TV for iPad Airplay Connectivity • 6 Channel Amplifier • Ceiling Speakers x 6 • Induction Loop Amplifier & Peripherals • Local Control Button Interface


AV	Exhibit Title	WWII Deployment			
	Project Title	American Air Museum		Ref no.	AV 03.1
Completed by	B Redman	Date	21/05/2015	Version	1.2
Sub Area:	Contextual Node Display (WWII)				
Type of media within exhibit:	Creation of new film sequence Integration of archive footage				
Target Audience:	All Visitors				
Description of Exhibit:	<p><i>Animated infographic with contextual archive film.</i></p> <p><i>Visitors will encounter this exhibit within the main gallery space. It will be located close to the large window and if visited in sequence will be seen at the beginning of a visit. However it is possible visitors will view this display out of sequence, so its content is stand-alone and self-explanatory. The contextual node display introduces the chronological grouping of World Wars era collections and content. It provides a brief overview of the historical and political context of the Second World War period.</i></p> <p><i>Visitors will view the exhibit on a single screen within a partially enclosed display structure that will also include some key objects and graphic interpretation appropriate to the historical / political context. There is no seating available. It is not envisaged that sound is a key component of this exhibit although additional 'background' audio may be considered desirable.</i></p> <p><i>The content for this exhibit will comprise a visual representation of the bombing missions undertaken by USAF, the RAF and Luftwaffe forces during the Second World War.</i></p> <p><i>For reference the following video showing bombing operations in Laos is similar in content to the material that will be displayed within this exhibit:</i> https://www.youtube.com/watch?v=4UM2eYLbzXg</p>  <p><i>In addition to the representation of deployment data some contemporary footage of military operations and news clippings should also be included for historical context. This would be displayed simultaneously with the animated infographic.</i></p>				

Duration & Activation:	<p><i>This show will loop repeatedly.</i></p> <p><i>The duration will be approx 5-10 minutes.</i></p>
Exhibit Outcomes:	<p><i>This exhibit graphically demonstrates the bombing missions of USAF, the RAF and Luftwaffe forces during WWII and the impact that their operations had.</i></p> <p><i>Visitors will understand that the exhibits and stories within this chronological period relate to the Second World War.</i></p>
Notes on Scope of Work required from contractor:	<p><i>The contractor is required to create an animated 'infographic' sequence depicting bombing missions during the Second World War.</i></p> <p><i>The data for this exhibit (upon which the animation sequence will be based) will be supplied by the IWM to the contractor in spreadsheet form.</i></p> <p><i>The contractor is required to identify, edit and integrate suitable archive film (to be supplied by IWM).</i></p> <p><i>As there is no spoken word subtitles and BSL are not required.</i></p> <p><i>A title screen will be required between each loop.</i></p> <p><i>The final software should be supplied in the agreed format to either the client or the AV Hardware integrator for installation onto the hardware within the museum.</i></p>
Resources	
Content:	<p><i>Animation to be created by the contractor using existing data.</i></p> <p><i>Archive film contemporary to military operations.</i></p>
Owner of Existing Content	<p><i>Existing content for animation sequence limited to data only.</i></p> <p><i>Archive film for historical context to be supplied by IWM.</i></p>
Technical / Hardware	
Hardware Specification:	<ul style="list-style-type: none"> • <i>55" LED Full HD Screen</i> • <i>HD Media Player</i> • <i>Speaker (for ambient audio only, no narration)</i>

AV	Exhibit Title	1945 – 1998 (Nuclear Explosions)			
	Project Title	American Air Museum		Ref no.	AV 03.2
Completed by	B Redman	Date	21/05/2015	Version	1.2
Sub Area:	<i>Contextual Node Display (Cold War)</i>				
Type of media within exhibit:	<i>Existing film/exhibit</i>				
Target Audience:	<i>All Visitors</i>				
Description of Exhibit:	<p><i>Presentation of existing video sequence</i></p> <p><i>The contextual node display introduces the chronological grouping of Cold War era collections and content. This AV exhibit references the historical and political context of this period, which was dominated by the threat of nuclear conflict.</i></p> <p><i>Visitors will encounter this exhibit within the main gallery space. It will be located close to the large window and if visited in sequence will be seen before visitors see the Cold War era aircraft. However it is possible visitors will view this display out of sequence, so its content is stand-alone and self-explanatory.</i></p> <p><i>Visitors will view the exhibit on a single screen within a partially enclosed display structure that will also include some key objects and graphic interpretation appropriate to the historical / political context. There is no seating available. It is not envisaged that sound is a key component of this exhibit although existing audio associated with the source content should be retained it is not essential to understanding the exhibit.</i></p> <p><i>The content for this exhibit is comprised of an existing work called 1945 - 1998 created by the video artist Isao Hashimoto in 2003. The sequence will be shown in a loop in its entirety. The AV software contractor is required to provide a title screen including credits and other information and to encode all footage to the agreed format.</i></p>				
Duration & Activation:	<p><i>This show will loop repeatedly.</i></p> <p><i>The duration will be 15 minutes (TBC).</i></p>				
Exhibit Outcomes:	<p><i>This exhibit graphically demonstrates the spread of nuclear capability post WWII and the varying frequency of test detonations across the world.</i></p> <p><i>Visitors will understand that the existence of nuclear weapons capable of causing global devastation dominated international relations and the popular imagination during this period. Political decisions and relationships affected the rate of technological development.</i></p>				
Notes on Scope of Work required from contractor:	<p><i>This package of work involves the re-encoding the source footage and the creation of a title screen. It also involves taking existing footage of Cold War era events and cutting it to appear alongside the changing map.</i></p> <p><i>IWM will supply the footage in its current format.</i></p> <p><i>As there is no spoken word subtitles and BSL are not required.</i></p> <p><i>A title screen will be required between each loop.</i></p>				

	<i>The final software should be supplied in the agreed format to either the client or the AV Hardware integrator for installation onto the hardware within the museum.</i>
Resources	
Content:	<p>Existing film by Isao Hashimoto Weblink: http://www.ctbto.org/specials/1945-1998-by-isao-hashimoto/</p> 
Owner of Existing Content	<i>Isao Hashimoto</i>
Technical / Hardware	
Hardware Specification:	<ul style="list-style-type: none"> • 55" LED Full HD Screen • HD Media Player • Speaker (for ambient audio only, no narration)

AV	Exhibit Title	Airspace Shut Down			
	Project Title	American Air Museum		Ref no.	AV 03.3
Completed by	B Redman	Date	21/05/2015	Version	1.2
Sub Area:	<i>Contextual Node Display (War in the Mountains & Deserts)</i>				
Type of media within exhibit:	<i>Existing film/exhibit Integration of archive footage and/or images On-screen graphics</i>				
Target Audience:	<i>All Visitors</i>				
Description of Exhibit:	<p><i>Existing film about the impact 9/11 attacks had on US air traffic with additional contextual content.</i></p> <p><i>The contextual node display introduces the chronological grouping of contemporary era collections and content. It provides a brief overview of the historical and political context of this period, which was dominated by the threat and reality of terrorist attacks, and wars in the Middle East and Afghanistan.</i></p> <p><i>Visitors will encounter this exhibit within the main gallery space. It will be located close to the large window and if visited in sequence will be seen after the Cold War contextual node display and before the modern aircraft exhibits. However it is possible visitors will view this display out of sequence, so its content is stand-alone and self explanatory.</i></p> <p><i>Visitors will view the exhibit on a single screen within a partially enclosed display structure that will also include some key objects and graphic interpretation appropriate to the historical / political context. There is no seating available. It is not envisaged that sound is a key component of this exhibit although additional audio may be considered desirable.</i></p> <p><i>The content for this exhibit is comprised of an existing piece of footage showing the closure of US airspace following the terrorist attacks of 9/11. The content includes an overview map of the continental US with typical routine air traffic followed by the airspace shutdown after 9/11. It clearly depicts the sudden reduction in flights following the attacks. The film compresses the passage of time and its overall duration is six minutes.</i></p> <p><i>An explanation of what is happening throughout the sequence should be delivered through on-screen graphics / titles.</i></p> <p><i>In addition to the airspace shutdown film some contemporary footage and/or images should also be included for context. This could be inter-cut throughout or displayed simultaneously with the airspace shutdown film.</i></p>				
Duration & Activation:	<p><i>This show will loop repeatedly.</i></p> <p><i>The duration of the exhibit will be approx 10 minutes.</i></p>				
Exhibit Outcomes:	<p><i>This exhibit graphically demonstrates the impact of the 9/11 attacks on US airspace and the speed at which flights were grounded.</i></p> <p><i>Visitors will understand that the exhibits and stories within this chronological period take place within, and respond to, the threat of terrorist attack and the military and political efforts to address this both at home and overseas.</i></p>				

<p>Notes on Scope of Work required from contractor:</p>	<p><i>This package of work involves the re-encoding the source footage and the creation of a title screen. IWM will supply the footage in its current format to be encoded to suit the creation of this exhibit.</i></p> <p><i>The contractor is required to identify, edit and integrate suitable archive film and/or images. There may be some licensing costs involved.</i></p> <p><i>As there is no spoken word, subtitles and BSL are not required.</i></p> <p><i>A title screen will be required between each loop.</i></p> <p><i>On screen graphics / explanatory captions as required.</i></p> <p><i>The final software should be supplied in the agreed format to either the client or the AV Hardware integrator for installation onto the hardware within the museum.</i></p>
<p>Resources</p>	
<p>Content:</p>	<p>Existing footage by NASA / FAA Weblink: https://www.youtube.com/watch?v=o4xedkgXHVA</p>  <p>Archive film and/or images relating to 9/11 attacks.</p>
<p>Owner of Existing Content</p>	<p>Understood to be Smithsonian / NASA / FAA</p>
<p>Technical / Hardware</p>	
<p>Hardware Specification:</p>	<ul style="list-style-type: none"> • 55" LED Full HD Screen • HD Media Player • Speaker (for ambient audio only, no narration)