

# PROJECT PROPOSAL

## Interactive Kiosks + Photo booth + Itinerary Builder + Platform (CMS)

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# ABOUT US



## PASSION

We are an interactive software and hardware solution provider that focuses on creating unique cloud based products that connect and engage customers. Our success has been built on our platform, robust/stable products, easy integration features, creative strategy and innovative architecture. With a clear focus on new customer experiences.



## TALENT

We're experts in digital integration. Leveraging API and Micro-service development frameworks to ensure best practices, automated updates and deeper ways to control content and brand engagement. We work with many technologies from HTML, Cloud, Open Source, to Android and iOS we ensure our solutions can work across any OS and platform.



## HISTORY

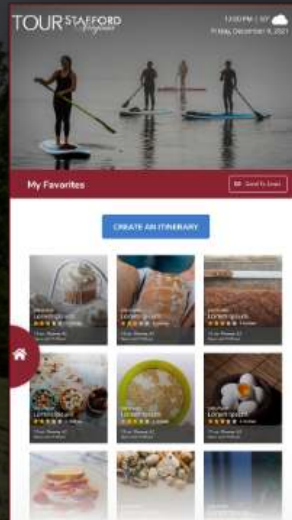
TrueOmni has evolved to be a leader in customer experience technology. Providing kiosk/ touch, digital signage and mobile solutions, integrated to a centralized Omnichannel platform, With company employed full-time developers, designers and project managers. Our diverse history and years of experience is what makes us unique.



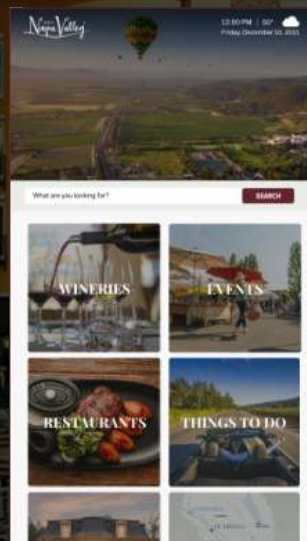
# Sweet Home Alabama



# TOUR STAFFORD Virginia



# VISIT Napa Valley





# OUR PLATFORM



## OmniChannel Platform & Content Management System

At the core of True Omni is our cloud-based OmniPlatform connecting content, API's and integrated modules to enable true omnichannel experiences. Our platform helps organizations centralize and manage all points of engagement, content, and revenue through multi-device control. Including; web, social networks, mobile, digital signage, kiosks, and tablets.

### Our Products

- **OmniPlatform** The 3 core products that make up the foundation and main focus of our business; CMS, Data Tools, Analytics
- **OmniChannels** The 6 core marketing channels that our platform supports; Kiosk, Display, Mobile, Social, Notify, and Web
- **OmniExtensions** Internally built and third-party applications that extend the functionality of the platform and its channel products
- **OmniIntegration** Seamless integration with customer systems and a growing number of cloud-based and third-party applications and partners

# PROJECT TIMELINE

## STRATEGY

### WEEK 1 - 2

The first stage in the project Includes discovery, strategy and planning calls. Here, we finalize the timeline, scope of work, expected content, specific functionality and technical requirements. We also conduct additional planning discussions related to development, testing, deployment, maintenance and launch.

## DESIGN

### WEEK 3 - 8

During this stage you work with our creative and user-experience team to design your custom solution. We start with a single mock up and then go through three rounds of revisions to ensure your project is built exactly as planned. Wire-frames and storyboards are created to help you visualize the end results of the project.

## DEVELOPMENT

### WEEK 9 - 16

This stage covers all development, selected products, and devices. All development customizations and hardware configurations are completed in this stage. Your project team will continue with testing as it becomes available to ensure the solution is near finished before client-side testing begins.

## LAUNCH

### WEEK 17 - 18

This is the final testing and launch phase. During this time our testing team will work with you to conduct thorough testing within a staged environment. All preparations for going live will also be completed at this time. Client will train with project team so they are comfortable with each solution and any changes they need to make.

PROJECT MANAGEMENT TOOLS:



**Basecamp®**



# SCOPE OF WORK

## Standard Products & Platform

### **OMNI Interactive Kiosk** - Design & Development (Combine Products)

- A turnkey suite of custom interactive Kiosk and Digital Signage solutions, which include design services, software development, hardware configuration, and content management.

### **OMNI CMS** - Omnichannel Content Management System

- Core framework and content management system providing tools to centrally manage all digital marketing channels including social networks, digital signage, and touch screen kiosks.

### **OMNI Data Tools** - Marketing Content & Data Administration Tools

- Set of data administration tools that provide an easy way to integrate, aggregate, and syndicate marketing content and data to multiple marketing channels.

### **OMNI Data Integration** - Data Integration or Migration Service

- Initial integration or migration of data/content into OMNI CMS
- CRM or CMS Data Feed integration

### **OMNI Kiosk Analytics**

- 1st Party Data - Full suite of interactive kiosks and touch screen analytics.

### **OMNI Support**

- Standard technical support for interactive kiosks and Displays.

### **Digital Display Content (Optional)**

- Design and setup of custom digital signage UI and template
- Includes collaborative process, working with our creative teams to determine layouts & content
- Full Motion Video, Photos, Advertising, and options for integrated social Content
- Social Wall Platform - Integrated User Generated Content

### **OMNI Advertising** - Omnichannel Ad Manager

- Ad management platform that enables the organization to manage the distribution of advertising through our platform or connected to 3rd party and Agency services

### **OMNI Maps**

- Integration with Google Maps API for custom mapping on interactive kiosks

### **OMNI Photobooth**

- Includes Custom backgrounds, frames, and emojis for interactive kiosks and touchscreens.
- Photo Booth for Interactive Kiosks & Touch Screens

### **OMNI Itinerary**

- Integration of itinerary into kiosk and mobile
- Preset itineraries, easy interactions, Share/Send itinerary

### **Setup & Installation**

- Configuration and setup of your signage and touch application onto each piece of hardware
- Includes on-site installation of hardware
  - does not include cabling, electrical, or internet

## Optional Extensions

### • **OMNI Maps**

- OMNI Advertising
- OMNI Brochure
- OMNI Forms
- OMNI Guestbooks & Surveys
- OMNI Menus

### • **OMNI Photo booth**

- OMNI Interactive Trails
- OMNI Deals
- OMNI Faces
- OMNI Events

### • OMNI Surveys

### • OMNI Notify

### • OMNI Social Wall

### • OMNI Connect

### • **OMNI Itinerary**

### • OMNI Weather

### • OMNI Traffic

### • OMNI Smart Content

### • OMNI Sweeps

### • Google Translate

### • Ratings & Reviews

### • Table Reservations

### • Ticketing Systems

### • Wayfinding & Navigation

### • eCommerce Platforms

# PROJECT COSTS

PRODUCT / SERVICE	PRICE	QTY	TOTAL
<b><u>Platform &amp; Channel Products</u></b>			
<input checked="" type="checkbox"/> OMNI Interactive Kiosk - Initial Unit	\$3,500	1	\$3,500
<input checked="" type="checkbox"/> OMNI Interactive Kiosk - Additional Units	\$2,500	3	\$7,500
<input checked="" type="checkbox"/> OMNI CMS - Simpleview	\$0	1	\$0
<input checked="" type="checkbox"/> OMNI Data Tools	\$0	1	\$0
<input checked="" type="checkbox"/> OMNI Data & Events	\$1,500	1	\$1,500
<input checked="" type="checkbox"/> OMNI Kiosk Analytics	\$1,500	1	\$1,500
<input type="checkbox"/> OMNI APP	\$8,500	0	\$0
Progressive Web Applications			
<b><u>Product Extensions</u></b>			
<input checked="" type="checkbox"/> OMNI Itinerary	\$1,500	1	\$1,500
<input checked="" type="checkbox"/> OMNI Maps	\$1,500	1	\$1,500
<input checked="" type="checkbox"/> OMNI Photo Booth	\$1,500	1	\$1,500
<b><u>Product Extensions (Optional)</u></b>			
<input type="checkbox"/> OMNI Social Wall	\$1,500	0	\$0
<input type="checkbox"/> OMNI Brochure	\$2,500	0	\$0
<input type="checkbox"/> OMNI Guestbook & Survey	\$1,500	0	\$0
<input type="checkbox"/> OMNI Advertising	\$1,500	0	\$0
<input type="checkbox"/> OMNI Interactive Trails	\$1,500	0	\$0
<input type="checkbox"/> OMNI People Count	\$2,500	0	\$0
<input type="checkbox"/> OMNI Faces	\$3,500	0	\$0
<input type="checkbox"/> Google Translate - up to 5 languages	\$1,500	0	\$0
<b>TOTAL</b>			<b>\$18,500</b>



# KIOSKS

## Portrait Standing Kiosks



Without Casters



With Casters

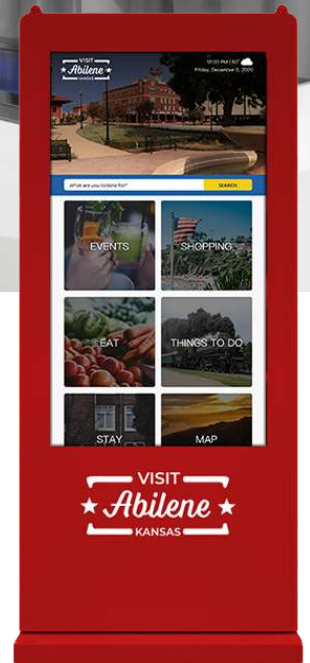
### Cosmic

32" 42" & 55"



### Spectrum

42" Wall Mounted



### Cosmic Retro

49" Outdoor

## Landscape Standing Kiosks



### Quantum

42" Kiosk

## Tabletop & Standing Kiosks



### Gemini

22" Kiosk Can be landscape or portrait;

Can be tabletop or standing



# KIOSK COSTS

DESCRIPTION	PRICE	QTY	TOTAL
<b><u>Interactive Kiosks</u></b>			
<input type="checkbox"/> 49" Cosmic II Kiosk	\$6,000	0	\$0
<input checked="" type="checkbox"/> 43" Cosmic II Kiosk (no casters)	\$7,000	2	\$14,000
<input type="checkbox"/> 49" Cosmic Kiosk - Outdoor	\$9,500	0	\$0
<input checked="" type="checkbox"/> 55" Spectrum (Wall Mounted) with Kiosk Enclosure + Mount	\$9,000	1	\$9,000
<input type="checkbox"/> 55" Spectrum (Wall Mounted) Climate-controlled Outdoor Kiosk	\$13,400	0	\$0
<input checked="" type="checkbox"/> 22" Gemini Portrait Kiosk (Stand included - Standing)	\$4,000	1	\$4,000
<input type="checkbox"/> 22" Gemini Landscape Kiosk (Stand included - Countertop or Standing)	\$4,500	0	\$0
<input type="checkbox"/> 42" Quantum II Kiosk (Omega, Ares)	\$9,500	0	\$0
<b><u>Accessories</u></b>			
<input checked="" type="checkbox"/> Kiosk Full Body Graphic Wrap	\$1,200	3	\$3,600
<input checked="" type="checkbox"/> Kiosk Logo Graphic Wrap	\$800	1	\$800
<input checked="" type="checkbox"/> Kiosk Webcam	\$225	4	\$900
<input type="checkbox"/> Kiosk Speakers	\$225	0	\$0
<input type="checkbox"/> External Camera - Wall Mount	\$350	0	\$0
<input type="checkbox"/> Travel Case for 22" Portable Kiosk Countertop	\$1,200	0	\$0
<input type="checkbox"/> Travel Case for 22" Portable Kiosk Standing	\$2,100	0	\$0
<input checked="" type="checkbox"/> Micro Media Player	\$650	3	\$1,950
<input checked="" type="checkbox"/> Shipping - Small (Estimate)	\$500	1	\$500
<input checked="" type="checkbox"/> Shipping - Large (Estimate)	\$1,500	3	\$4,500
<input type="checkbox"/> White-Glove Service (Estimate)	\$1,000	0	\$0
<input checked="" type="checkbox"/> Kiosk Installation & Training (Estimate) Does not include power or internet	\$1,000	4	\$4,000
<b>TOTAL</b>			<b>\$43,250</b>

# SUPPORT



## Support When You Need It

We've got your back with several tiers of administrative, creative, and technical support to suit your needs and budget. The following services are included in our monthly support fees:

- Licensing to our OmniPlatform and content management system.
- 24-7 remote monitoring + phone and email ticketing system.
- Comprehensive customer training and knowledge base.
- 3-year hardware support and replacement

## Helpful Support Staff

If you experience any issues with our products we're always happy to help and come to your rescue!

- Open a support ticket at [support.trueomni.com](https://support.trueomni.com)
- Most tickets receive a response within 24-hours, and often within a few hours.
- Ability to call the project team or account manager for emergencies and immediate assistance.

## Software & Hardware Support

Our hardware and software solutions are fully supported by the following included services:

- Software installation, configuration, and updates provided as an ongoing service.
- Hardware warranties as provided by the manufacturer.

# SUPPORT COSTS

PRODUCT / SERVICE	FEE	QTY	MONTHLY TOTAL
<b>Monthly Support Items</b>			
<input checked="" type="checkbox"/> OMNI Interactive Kiosk - Initial Unit	\$150	1	\$150
<input checked="" type="checkbox"/> OMNI Interactive Kiosk - Additional Units	\$100	3	\$300
<input type="checkbox"/> OMNI Digital Display - Additional Units	\$50	0	\$0
<input type="checkbox"/> OMNI Video Wall - Initial Unit	\$250	0	\$0
<input type="checkbox"/> OMNI Video Wall - Additional Units	\$50	0	\$0
<input checked="" type="checkbox"/> OMNI Kiosk Analytics	\$50	1	\$50
<input type="checkbox"/> OMNI Advertising	\$50	0	\$0
<input checked="" type="checkbox"/> OMNI Photo Booth	\$50	1	\$50
<input type="checkbox"/> OMNI Faces	\$150	0	\$0
<input checked="" type="checkbox"/> OMNI Itinerary	\$50	1	\$50
<input type="checkbox"/> OMNI Interactive Trails	\$50	0	\$0
<input type="checkbox"/> OMNI Surveys	\$150	0	\$0
<input type="checkbox"/> OMNI Brochure	\$50	0	\$0
<input type="checkbox"/> OMNI Social Wall	\$50	0	\$0
<input type="checkbox"/> Google Translate	\$100	0	\$0
<b>TOTAL MONTHLY FEE</b>			<b>\$600</b>

\*All support agreements are for 36 months



# TOTAL PROJECT COST

PRODUCT / SERVICE	PRICE	QTY	TOTAL
<input checked="" type="checkbox"/> <b>Project Software Cost</b>	\$18,500	1	\$18,500
<input checked="" type="checkbox"/> <b>Kiosk Hardware Cost</b>	\$43,250	1	\$43,250
<input checked="" type="checkbox"/> <b>Monthly Licensing and Support Cost</b> (Note: Hosting is 3 years; Billed yearly)	\$600	12	\$7,200
<b>TOTAL</b>			<b>\$68,950</b>

# TERMS & BILLING

Projects require 100% down on software and services, include design and wire-frame approval. Hardware is billed 100% upfront on project initiation. Billing can be done via MasterCard, Visa, American Express, or ACH transfer for orders under \$5,000 USD. TrueOmni can extend accredited customers NET30 terms based on credit application. Invoices are due 30 days from receipt. Any additional work will require a change service order. Any customer approvals or data taking longer the 30 days, will require payment in full for the project. Invoicing for change orders will be billed upfront, additional out-of-scope work will occur twice per month, on the 15th and the first business day of the month, and payable upon receipt unless net terms have been established. Management fees are billed quarterly or yearly on a rotating assigned credit card unless otherwise agreed. Management program terms and fees start at project software approval. The customer may be prorated on first billing, the term of the agreement starts on the first full month billing. At the point of hardware schedule installation final invoice is due within 30days. No refunds or cancellations. Funds may be reallocated to an agreed-upon future project based on management approval.

Both True Omni and Client agree not to solicit, hire, or otherwise employ or engage in any manner whatsoever, directly or indirectly, during the term of this Agreement and for a period of one year thereafter. (ii) any person employed by True Omni as a sub-contractor and who is assigned by True Omni to perform services for Client under this agreement.

Contracts are for three years and will be renewed automatically unless True Omni is notified thirty (30) days prior to the renewal date. Any and all TrueOmni development data is True Omni's property. True Omni is offering a non-exclusive license for customers based on the length of the contract every customer guarantees all information and content is owned by the customer. True Omni is not responsible for any content hosted that is considered pornography or illicit material. TrueOmni reserves the right to discontinue service based on ICANN and other internet-based regulations.

Customer retains all rights, title, and interest in any proprietary customer provided content, photos, renderings, as well as registered and unregistered trademarks, copyrights, and service marks and that it may not be used by True Omni for any reason other than in connection with this Agreement without your prior written permission.

The relationship created by this Agreement is that of an independent contractor and True Omni shall not be deemed, for any purpose, an agent, legal representative, joint venture, partner, or employee of the customer. True Omni shall not be authorized, on behalf of the customer, to make any contract, agreement, warranty, statement, or representation or take any other action that could establish any apparent relationship or agency, joint venture, partnership, or employment with the customer.

# LEGAL AGREEMENT

## Terms & Conditions

Client is responsible for ensuring the Client has read and understands the TrueOmni Terms and Conditions. The TrueOmni Terms and Conditions include important legal terms, including the exclusions of certain warranties and remedies. By signing this Service Agreement, the Client agrees that Client has read and agrees to the TrueOmni [Terms and Conditions](#).

## Acceptance Provision

The parties read this Statement of Work, Agreement, and all attachments (collectively, the "Agreement"), and agree to its contents. The Agreement sets forth the entire agreement and understanding of the parties with respect to the Project. The invalidity or unenforceability of any term, provision, clause, or any portion thereof, of this Agreement, shall in no way impair or affect the validity or enforceability of any other provision of this Agreement, which remains in full force and effect. TrueOmni assumes no responsibility for data, recordings, or information lost.

The parties must agree to and acknowledge, in writing, all changes requested during the course of the implementation of this project plan. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same instrument. The parties may evidence execution of this Agreement by faxing a signed counterpart to the other party, which shall be deemed an original.

### Visit Manitowoc

Print Name

Title

Date



SIGNATURE  
Courtney Hansen

### True Omni

**Douglas Ralston**

Print Name

**President & CEO**

Title

**February 5, 2024**

Date



SIGNATURE  
True Omni LLC