

MSIT 700 — Technological Innovations Seminar

**International Interactive Television Group (IITG) Interactive TV Project
GTK - VII
Request for Proposals**

by

Hairston Sylvester
Jones David
Ross Ron
Slade Brian
Kenneth Iyevbele
Winston David

I. Introduction

In the quest to change the way people view television, International Interactive Television Group has decided to provide an Interactive television solution that will revolutionize interactive television. This solution will enable viewers to view programs regardless of the platform they currently use. To implement the plan, IITG is requesting proposals from prospective partners to form a Joint Venture to implement the project.

II. Project Goals

The goal of IITG is to be one of the best interactive TV Company around. It is going to achieve this by teaming up with a good partner in a joint venture to implement a comprehensive interactive TV infrastructure and services. It will offer a highly scalable network that is optimized for TV-based transactions and designed with built-in capacity for periods of high demand. This solution should be developed to work with ALL platforms and environments - broadcasting programs across multiple platforms like AOLTV, Liberate, Microsoft TV, Open TV, Power TV, Spyglass, Web TV, and World Gate.

III. Technical Specification

Distribution Network and Load Balancing Features

The solution should have an enhanced data distribution network that will consist of a reliable application serving infrastructure connected to a well managed, global fiber optic network, designed with multiple redundancy. Viewers requests for interactive TV services should be transmitted via several, high-bandwidth connections that provide built-in redundancy. There should be fast Ethernet links that connect to Internet traffic switches, providing load balancing and server reliability. There should be several centers around the world to bring services closer to partners and customers. The distribution partners should have network designed to fit their needs. Prospective JV partners should work with reputable telecommunication companies and Internet Service Providers to provide the network infrastructure and Internet access services.

Web Servers

Web servers should be used to link requests to the desired content. These servers should use open Internet protocols like HTTP, HTML, Java Server Pages and imaging. These servers should be able to handle loads during times of high demand.

Database Servers

There should be database servers to track customer information like orders, responses, customer profiles etc. There should be servers for database replication. The solution should have a software solution to handle triggers, trigger monitoring/filtering. The advertisers should be able to manage an interactive TV

campaign from beginning to end, using suitable suite of software tools and reports. There should be Features like real-time content management, which offers tuning and targeting. This software should make it possible to provide advertisers with immediate reporting and analysis of interactive TV campaigns.

Technical Support

The JV partner should show how technical support would be provided in their proposals. This support should cover both the needs of the Joint Venture and the customers.

Software

The solution should use open Internet standards like ECML, XML, HTTP and SSL to help vendors and customer service/order tracking systems, to ensure that orders are filled, and that customers can go back and check on their orders. Prospective partners should consider partnering with software and databases companies to help with pre-integration with advertisers, merchants, and distribution systems.

Other Technical Specifications to consider

Broadcast Standards (NTSC, PAL, SECAM, ATSC, Open Cable, DVB, and SMPTE 363M)

Windows CE

Microsoft Internet Explorer

Web TV Networks

DVB Feature set support (including DVB-SI, DVB-SI EIT schedule, MPEG PSI, Subtitles)

HTML 3.2 Browser with TV extensions and ATVEF-like Trigger support

Integrated electronic program guide

Supports any broadcast network- cable, satellite, terrestrial, and MMDS, and DVB-RC

Compact memory footprint (less than 4MB flash memory)

Set-top Boxes from Pace, Samsung, Zenith, Philips, ADB, and Legend and others

SNAP2 GEAR for DVB-MHP development tools for creating Java-based, MHP client app.

Sun Microsystems Sun Blade 100 workstation

Video Propulsion Inc DVB-ASI Output

Sun Microsystems Forte for Java V3.0 Community Edition

Drag and drop user interface creation

SNAP2 MHP Xlet Wizard

Complete MHP UI library For PC emulation of applications

SNAP2's Java Beans enabled HAVi UI components

Access to all Java source code created by the developer

Compatibility with popular Java integrated development environments (IDEs)

Note: Prospective JV partners should be creative and try to exploit new technologies and ideas.

IV. Content

The Joint Venture will broadcast films, TV music channels, documentaries and other television programs. Internet access and email will be provided as well. Other services include music downloads, interactive advertisement, Internet telephones, shopping and digital video recording.

V. Financial Proposal

The debt Details

55% of the capital will be raised through debt and 45% will be raised through equity. The partner through loans from any Bank, investment companies and private investors should raise 20% of the debt. 35% should be raised with loans from banks in the United States and Canada.

IITG and the Joint Venture partner will share the responsibility for debt incurred under this joint venture equally.

Proposals must show how prospective JV partners will raise the required funds for the project.

Equity Details

The 40% equity should be broken down as follows:

75% of the equity will be supplied by IITG

The Joint Venture partner will supply 25% of the equity

Please specify in your proposal how you plan to raise these funds.

VI. Termination Terms/Agreement

There is no time limit set on this partnership. The partnership will be terminated by a written consent of both partners. Exceptions to this rule are Bankruptcies and judgments, as the law will determine the fate of the partnership.

VII. Proposal Requirements

The following are mandated requirements for responding to this request:

1. Name, address, telephone, fax, and e-mail of responding company
2. Name of legal representative or representatives
3. Names of representatives of board committee, along with their contact information.
4. A detailed description of cost
5. Approximate date of availability to start on project
6. Projected immediate results
7. Time line for long-term results
8. Warranty for services

VIII. Special Instructions:

1. The bidder has only one chance to provide a proposal
2. IITG reserves the right to reject any proposal for any reason, as it sees fit in its best interest.
3. Proposals must be submitted no later than November 16, 2001
4. Proposals must be submitted via email to the officers of IITG:
Hairston Sylvester - shairsto@lexcominc.net
Jones David - djones@ncat.edu
Ross Ron - shonuff@acninc.net
Slade Brian - bslade20@aol.com
Kenneth Iyevebele - kai0096@charlotte.infi.net
Winston David - davidwinstonjr@hotmail.com
5. All questions should be forwarded to these individuals as well.

IX. Criteria for Review of Proposal

Each proposal submitted will be treated and reviewed in an equal manner. The executive committee of our company will review the proposals to determine the one that satisfy our requirements. Our executive committee consists of:

David Winston	President
Kenneth Iyevebele	Chairman
David Jones	Chief Finance Director
Ron Ross	Manufacturing Engineer
Brian Slade	Project Engineer
Sylvester Hairston	Electric/Network Engineer

After review, our executive committee will convene to select the company with the proposal that best suits our company s needs.

X. Management

Below are the proposed officers for the Joint Venture partnership:

David Winston	President
JV Partner Employee	Vice-President
Kenneth Iyevebele	Chairman
David Jones	Chief Finance Director
JV Partner Employee	Assistant Finance Director
Ron Ross	Manufacturing Engineer
Brian Slade	Project Engineer
Sylvester Hairston	Electric/Network Engineer
JV Partner Employee	Senior Network Administrator
JV Partner Employee	Network Administrator
JV Partner Employee	Application Developer

JV Partner Employee
JV Partner Employee

Application Developer
Application Developer

Contact Information:

Hairston Sylvester
Jones David
Ross Ron
Slade Brian
Kenneth Iyevbele
Winston David

- shairsto@lexcominc.net
- djones@ncat.edu
- shonuff@acninc.net
- bslade20@aol.com
- kai0096@charlotte.infi.net
- davidwinstonjr@hotmail.com