November 20, 2014

RE: UIHC Children’s Hospital – 208-009-01 / 0111001
Request for Qualifications – Content Developer

To Whom It May Concern:

The University of Iowa Hospitals and Clinics (UIHC) is initiating a search process for a professional content development consultant to provide design of interactive content platforms, content, programming and controls for special applications within the new UIHC Children’s Hospital. These applications include: an interactive main donor wall, three interactive “Explore More Iowa” kiosks, a Children’s Theater, and a touch screen information kiosk. The project is described as follows:

This project provides for the development of a new UI Children’s Hospital building addition and renovation of existing facilities. The Children’s Hospital will accommodate replacement and expansion of acute and critical care nursing units, specialty outpatient clinics, diagnostic and therapeutic units and selected clinical and administrative support offices that are now located within several UIHC buildings on the UI Health Sciences Campus. It will also provide for the development of dedicated operating rooms designed specifically for children, research and teaching facilities and a number of amenities for pediatric patients and families.

Target completion: July 2016
Cost: $292 million – funded through bonds, patient revenue, and private gifts
Location: South of, and connected to, the existing hospital
Size: 480,000 square feet in new construction plus 56,250 square feet of renovated existing space
Number of floors: 14 floors (12 above ground, 2 below ground)

The firm/team to be recommended to the Board of Regents for this project component will be selected via an interview process. Firms/teams will be selected to interview on the basis of materials submitted for review by UIHC. (See attachment for detailed submittal requirements.) Submitting firms must show depth of demonstrated ability to plan, design, program and implement interactive displays for healthcare facilities.

Firms interested in providing professional services for the project should submit one electronic, and one hard copy of the Submittal formatted as indicated on the attached Request for Qualifications Submittal to:
Submittals are limited to a maximum of 30 of pages, and must be received by 5:00 p.m. CST, Friday, December 19, 2014 in the office of Capital Management. Please feel free to contact Jay Goodin at 319-353-6216 or via e-mail at jay-goodin@uiowa.edu for further clarification or additional information.

Sincerely,

Jay Goodin

Jay Goodin
Director, Project Management

jg/jla

Attachments: Request for Qualifications Submittal
            Descriptions of interactive components
            Floor plans showing proposed installation locations
UNIVERSITY OF IOWA HOSPITALS AND CLINICS
REQUEST FOR QUALIFICATIONS SUBMITTAL

Project Title:    UIHC Children’s Hospital
Request for Qualifications – Content Developer

Project Number:  208-009-01 / 0111001

A. FIRM HISTORY AND BACKGROUND

1. Name of Firm.

2. Location of principal office and office designated to work with the University of Iowa Hospitals and Clinics.

3. Provide a performance record detailing your firm’s ability to meet the following:
   a. Project budget
   b. Design schedule
   c. Implementation schedule

B. PERSONNEL QUALIFICATIONS

1. Provide qualifications for the project team assigned to the University of Iowa Hospitals and Clinics for this work and describe their responsibility.

2. List the current workload and completion schedule for all projects assigned to the proposed project team.

C. PROJECT MANAGEMENT

1. Describe your firm’s Project Management approach to this project to ensure project continuity.

2. Describe your firm’s Cost Control methods to be used on this project.

3. Describe your firm’s Quality Control methods to be used on this project.

D. PROJECTS

1. Provide a list of other interactive media development projects you have completed, including healthcare and non-healthcare applications, which were implemented by the proposed project team. Include project statistics (i.e. number and type of displays, complexity of displays, functionality, durability, ease of maintenance, date(s) completed, etc.

2. Provide pictures/videos of completed displays, with descriptions.

3. Provide any other examples of experience with related interactive donor walls, information kiosks.

E. OTHER INFORMATION

1. Include any other information you consider relevant to the evaluation of your firm’s qualifications.
Introduction
The University of Iowa Children’s Hospital main donor wall is designed to highlight major donors to the new children’s hospital building and to provide a level of interactivity to draw visitor’s attention to the wall. The wall is located adjacent to a main corridor and opposite the four (4) public elevators that provide the vertical circulation for the building (see attached plan).

System Description
The Main Donor Wall is a series of monitors surrounding a static solid surface material (in which names will be inscribed) and which is internally illuminated. The static component of the wall is provided by others. The monitors will display “quilt” and icon patterns (as developed from the building’s graphic package) in a random motion and configuration based on a gestural interface from persons walking by the wall. We anticipate the gestural readers would be placed within the ceiling. We are seeking a vendor to provide the hardware specifications and custom content for various interactive “effects”. The means for interacting with the system shall be gesture-based. The developer shall provide the following:

- The processing device(s) requirements that play the high-resolution content
- The system requirements for sensing gestures for control
- The custom content, per Owner direction
- Recommend the number of “effects” needing to be created
- Coordination with the audiovisual contractor and Healthcare Information Systems (HCIS) installing the monitors, processing, switching, and control systems and equipment access
- Coordination with the Owner in order to help fully realize the project’s vision

The vendor is responsible for providing the custom content and hardware specifications required to display content on the system and control such content via gestures. The display system, interactivity processors, switching system, and control system equipment is provided by owner per vendor recommendations.

Control
The primary means for controlling the technologies will be through a gesture-based system. Gesture control will allow the users to simply walk in front of the wall to interact with the custom content. This will encourage interaction, but not create a place where persons will “linger”. Special infrared sensors will be located in the ceiling. These sensors will capture the users’ movement and activate the custom content.

Additional Interactive Furnishings
A full-size equipment rack located in an adjacent area will house all the source devices, processors, and other equipment. Vendor input will be required to determine space requirements for equipment. In addition, Vendor shall provide information regarding on-going maintenance plan for the final system.
INTERACTIVE “EXPLORE MORE IOWA” KIOSKS

Introduction
In an effort to provide positive distraction, “fun” and learning within the main lobby space, the University of Iowa Children’s Hospital has imagined a group of interactive kiosks, three (3), with an overall theme of exploring Iowa. The kiosk shell would be designed and fabricated by others. The kiosks would be located adjacent to main information desk in the main lobby (see attached plan).

System Description
Three kiosks with interactive touch screens, placed at different levels to accommodate children of different heights and physical abilities. The kiosks will be programmed with custom content to be developed with Owner input. The content will be based on question and answer “gaming” type modules related to people, places, events, history and culture of the state of Iowa. Developer shall provide the hardware specifications and custom content for various interactive “games”. The means for interacting with the system shall be touch screen-based. The vendor shall provide the following:

- The processing device(s) requirements that play the high resolution content
- The system requirements for sensing touch for control
- The custom content with graphic interface, per Owner direction
- The number of “games” needing to be created shall be coordinated after award
- Coordination with the audiovisual contractor and Healthcare Information Systems (HCIS) installing the systems and equipment access
- Coordination with the Owner in order to help fully realize the project’s vision

The vendor is responsible for providing the custom content and hardware specifications required to display content on the system and control such content via gestures. The display system, interactivity processors, switching system, and control system equipment is provided by owner per vendor recommendations.

Control
The primary means for controlling the technologies will be through a touch-screen based interface system. Touch-screen control will allow the users to interact with the custom content at the kiosk location much like current technologies that children are currently accustomed, such as swipe technology.

Additional Interactive Furnishings
Equipment is to be housed within the kiosk units. In addition, Vendor shall provide information regarding on-going maintenance plan for the final system.
CHILDREN’S THEATER

Introduction
The Children’s Theater is envisioned “to maximize the happiness of children receiving health care services at UI Children’s Hospital by offering a magical experience of both open and structured interactive play.”

System Description
A series of ceiling-mounted projectors produce a single blended and warped image that is mapped to the front/side walls and floor. Source devices consisting of auxiliary input(s), gaming console(s), TV tuner(s), and DVD/Blu-Ray player(s) connect to the display system through a switching/processing system. A portion of the front wall has a special surface in a 16:9 aspect ratio to create a point for high quality projection, for watching movies or giving presentations. The rest of the room’s surfaces are not specifically designed for projection, but have been selected to support it.

The intention behind creating this canvas of mapped projectors is to provide an opportunity for custom content creation. We are seeking a vendor to provide the hardware and custom content for various interactive games and stories. The means for interacting with the system shall be gesture based. The vendor should be able to provide the following:

- The processing device(s) that plays the high resolution content (warping and blending processor is provided by others)
- The camera system for sensing gestures for control
- The custom content, per Owner direction
  - The number of games and stories needing to be created shall be coordinated after award
- Coordination with the audiovisual contractor installing the projection, processing, switching, sound, and control systems
- Coordination with the Owner in order to help fully realize the project’s vision

The Vendor is only responsible for providing the custom content and hardware required to display their content on the projection system and control it via gestures. The projection system, warping/blending processors, switching system, audio system, sources devices, and control system are provided by others.
CHILDREN’S THEATER (Continued)

Control
The two primary means for controlling the audiovisual technologies will be through either a gesture-based system or a control-system touch panel; each interface serves a unique purpose.

Gestures
Gesture control will allow the users to simply stand in front of the video wall and freely move their hands and feet to interact with the custom content. Microsoft’s X-box Kinect is the most familiar example of this type of technology commercially available today. Through using gesture control technology, rather than touch, children of varying heights and abilities will have equal access to interacting with the system.

Special camera/infrared sensors will be located in the ceiling. These sensors will capture the users’ moment and will support multiple people controlling the system concurrently. Additionally, sensors will be available for each gaming system as needed.

Touch Panel
A rack-mounted touch panel will be located in the Theatre and will serve as an interface for the staff to control the system. This touch panel will support turning the system on and off, raising and lowering volume, selecting sources, recalling video wall presets, controlling the lighting, etc.

Streaming
Understanding that some children may not be able to attend events (such as a puppet show) in person, a pan-tilt-zoom (PTZ) camera will capture these events and broadcast events live through the building’s TV system. The PTZ camera will be mounted to the pipe grid ceiling.

Sound
The sound system will support program and speech reinforcement through a 5.1 surround sound system mounted to the pipe grid ceiling. The use of a 5.1 surround sound system will create a very immersive environment for movies, games, etc. The Theatre sound system will support adding portable speakers for overflow. Additionally, wireless hand-held and head-worn microphones will be available to support speech reinforcement in the commons overflow area and support the audiovisual streaming system.

To comply with the 2010 ADA Standards for Accessible Design, a wireless assisted listening system is planned.

Audiovisual Furnishings
A full size equipment rack located behind the curved wall will house all the source devices, processors, and switching equipment.
INTERACTIVE INFORMATION KIOSKS

Introduction
As part of the overall way-finding plan for the University of Iowa Children’s Hospital, a freestanding kiosk has been developed to help arriving persons locate destinations within the building. The kiosk will direct people to specific rooms, departments and amenities throughout the Children’s Hospital building. The single kiosk will be located adjacent to the main elevator bank on the first floor (see attached image). The kiosk content would require the building’s 14 floor plans and shall outline specific destinations, including a listing of departments and personnel located on these floors, as well as answers to commonly asked questions and pertinent building information.

System Description
The kiosk will include an interactive touch screen. The kiosk shall be programmed with custom content that would be developed with owner input. The content would be based on people providing input information through interactive keyboard and subsequent search of location. Once the final location is identified, the ability to print a map (or save to personal device) with directional information is desirable. We are seeking a vendor to provide the hardware specifications and custom content. The means for interacting with the system shall be touch screen-based. The vendor shall provide the following:

- The processing device(s) requirements that play the high resolution content
- The system for sensing touch for control
- The custom content with graphic interface, per Owner direction
- Coordination with the audiovisual contractor and Healthcare Information Systems (HCIS) installing the systems
- Coordination with the Owner in order to help fully realize the project’s vision

The vendor is responsible for providing the custom content and hardware specifications required to display content on the system and control such content via gestures. The display system, interactivity processors, switching system, and control system equipment is provided by owner per vendor recommendations.

Control
The primary means for controlling the technologies will be through a touch-screen based interface system. Touch-screen control will allow the users to interact with the custom content at the kiosk location much like current technologies that children are currently accustomed.

Additional Interactive Furnishings
Equipment (including printer) is to be housed within the kiosk unit. In addition, Vendor shall provide information regarding on-going maintenance plan for the final system.