



Service Description: Advanced Services – Fixed Price StadiumVision Director - SVD Starter Kit (50 DMP Base) (ASF-ESG-SVD-BASE)

This document describes Advanced Services Fixed Price: StadiumVision Director - SVD Starter Kit (50 DMP Base)

Related Documents: This document should be read in conjunction with the following documents also posted at www.cisco.com/go/servicedescriptions/: (1) Glossary of Terms; (2) List of Services Not Covered. All capitalized terms in this description have the meaning ascribed to them in the Glossary of Terms.

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StadiumVision Director - SVD Starter Kit (50 DMP Base)

Service Summary

The StadiumVision Director - SVD Starter Kit (50 DMP Base) Services provide remote and onsite planning, design, and build assistance (the "Services") to Customer for the deployment of the base installation up to two (2) servers and up to fifty (50) Digital Media Players (DMPs) of Cisco's StadiumVision Director solution that includes the below deliverables.

Deliverables

- StadiumVision Detailed Design Document (SV HLD, SV LLD)
- DMP Installation Guide
- StadiumVision Configuration
- Solution Ready for Use (SRFU) Document
- Testing
- As-Built Documentation

Location of Services

Services are delivered remote and onsite to Customer.

Customer Requirements Document

Cisco Responsibilities

- Gather the Customer's required features and functionality for StadiumVision such as: a). StadiumVision configuration; b). LAN/WAN network architecture; c). network infrastructure connectivity; d). scalability; e). redundancy; f). LAN/WAN IP QoS details to support StadiumVision; g). IP Video Head End; h). IP Video Distribution, and i). Cisco's Security design best practices.
- Document the Customer's required features and functionality requirements for the StadiumVision implementation in the Customer Requirements Document (CRD). The CRD is a detailed overview of the Customer's existing environment as it pertains to StadiumVision, along with the Customer's required functional specifications for the StadiumVision implementation, which shall be limited to two (2) servers and fifty (50) Digital Media Player installation.
- Provide the CRD to Customer for review and approval.

Customer Responsibilities

- Provide Customer's final requirements to Cisco no later than five (5) Business Days following project kick-off. Provide requested information pertaining to the Customer's desired features and functionality for the StadiumVision implementation.
- Review and approve the CRD with Cisco within five (5) days of delivery by Cisco.

Detailed Design Development

Cisco Responsibilities

- Create and provide the StadiumVision High Level Design (SV HLD) document based upon the approved CRD which shall be limited to defining the StadiumVision hardware and software, considering the prerequisite environmental and organizational requirements. The SV HLD may include a description of required surveys and/or assessments and may include the architectural design, as determined applicable by Cisco.
- Provide the SV HLD to Customer for review and approval in accordance. Create and provide the StadiumVision Low Level Design (SV LLD) document based upon the CRD and the SV HLD which shall be limited to defining the next level of detail regarding the Cisco StadiumVision environment as specified.
- The SV LLD includes a definition and design for the following: a). StadiumVision physical and logical architecture; b). network protocols and features; c). recommended software releases; d). configuration templates for Cisco network devices; e). IP video distribution
- Provide the SV LLD to Customer for review and approval.

Customer Responsibilities

- Provide IP addressing and subnet masks, network physical and logical schematics, required security policies and any other necessary data to Cisco at least five (5) days prior to the scheduled submission of the SV LLD for review and approval.
- If requested by Cisco, provide physical and logical network schematics for other network elements not included in the scope of this project.
- Provide and verify interface specifications and requirements. For example, cabling standards and specifications for interconnect of Cisco and Customer equipment.
- Provide information on distance and interference limitations of interface cables to be used at installation.
- Review and approve the SV HLD with Cisco in accordance with Cisco within five (5) days of delivery by Cisco.

- Customer acknowledges and agrees that Cisco will not proceed with development of the SV LLD until Customer has provided sign-off on the SV HLD.
- Review and approve the SV LLD with Cisco within five (5) days of delivery by Cisco. Customer acknowledges and agrees that the project cannot proceed until Customer has provided sign-off on the SV LLD.

Configuration

Cisco Responsibilities

- Install the StadiumVision Director (SVD) software on both primary and secondary servers.
- Configure the SVD software for Event Operations as per the SV LLD including: a). Display Zones - Not to exceed five (5) Display Zones; b). Event Scripts for control of Display Zones - Not to exceed one (1) Event Scripts; and (c) Display Content Templates – not exceed three (3).
- Provide the DMP Installation Guide to Customer with Cisco within five (5) days of delivery by Cisco.
- DMP Installation Guide shall include a). node and site specific information; b). records the basic tests and actions carried out for DMP component testing by the installers; c). IP addressing scheme and d). DMP naming guidelines for DMPs.
- Perform Software upgrade for Cisco DMPs to meet minimum levels specified in the CRD.

Customer Responsibilities

- Review and approve the DMP Installation Guide with Cisco within five (5) days of delivery by Cisco.
- Perform rack and stack of all hardware as per the SV LLD document and DMP Installation Guide. Configure and install cabling including the following activities: a). Bundle, cover ("dress"), and label routing cables in accordance with SV LLD; b). Install equipment in appropriate rack and/or mounting location. Communicate and coordinate implementation activities with all relevant parties responsible for, among other things, Ethernet/coax wiring, display mounting and install, and all other SV relevant activities.
- Perform the following DMP / Display installation activities: a). TV labeled with Jack IDs, b). Cabling to TV/DMPs Completed & Verified, c). Core Network Cabling Completed & Verified, and d). DMPs accessible with remote.
- Work with Cisco to facilitate communication between Customer stakeholders (and between third parties, if applicable) during configuring, installing and testing Customer's StadiumVision Interactive IP Applications to meet Cisco StadiumVision requirements.
- Staging activities. For these purposes, Customer shall provide staging operations at a facility to be provided by the Customer. This includes checking for DOA, application of final software revision, and preliminary configuration. This also includes testing and burn-in for a mutually

agreed to time, and shipment to the Customer or other location agreeable to Customer. Customer is responsible for all costs for shipping and insurance costs from staging facility to end location.

- Address and troubleshoot all issues related to LAN and power connectivity to DMP displays.
- Customer is responsible for Display interoperability with Cisco StadiumVision solution.
- Additional cables and/or adapters may be required for DMP to Display and are the responsibility of the Customer.
- Provide accurate install information daily including: a). DMP location in the stadium along with jack id's, b). DMP MAC and IP address, c). Verification that DMP is powered and on the network, d). Civic location information for DMP, and e). Verification that DMP is receiving video streams. Inaccurate information may require rework at the Customer's expense.
- On completion of the StadiumVision Configuration with Cisco within five (5) days of delivery by Cisco.

Testing

Cisco Responsibilities

- Develop a Solution Ready for Use (SRFU). The StadiumVision Solution consists of hardware and software for integration, management and delivery of video and audio content across an IP infrastructure for playback on high-definition video displays for sporting venues. SRFU refers to a detailed plan developed by Cisco and agreed to by the Customer to test implementation of individual components, and all interactions between hardware and software components to simulate an actual Event, as defined in the DMP Installation Guide. The SRFU will include: a). SRFU test/use cases; and b). specific set of procedures in order to execute the SRFU.
- Perform the testing in accordance with the SRFU.
- Following execution of the SRFU, provide the SRFU with test results to Customer for review and approval.

Customer Responsibilities

- Provide input necessary for Cisco to develop the criteria and test/use cases to be used in the SRFU, as required by Cisco.
- Review and approve the completed SRFU with Cisco within five (5) days of delivery by Cisco.

AS-Built Documentation

Cisco Responsibilities

- Create and provide the As-Built Documentation. As-Built documentation may include information such as appropriate design documentation, system utilities, all passwords and log-in, support processes, logging processes and locations, and third-party contacts. The As-Built Documentation shall be developed, as necessary at

Cisco's determination, for the following: a). StadiumVision physical and logical architecture; b). IP video distribution; Scripting Content Control Application; and c). StadiumVision Director Application including: IP Phone Channel Display and Game Scripting Content Control.

- Provide the As-Built Documentation to Customer with Cisco within five (5) days of delivery by Cisco.

Customer Responsibilities

- Review and approve the completed SRFU with Cisco within five (5) days of delivery by Cisco.

Document Deliverable Review Process

For Document Deliverables that are subject to review and approval from Customer, the parties will adhere to the following review and approval process:

- Cisco will present the draft Document Deliverable to Customer when the document is ready for review and approval.
- Customer shall review the draft Document Deliverable with Cisco, providing written comment or approval of the Document
- Deliverable within two (2) business days immediately after completion of such review.
- If no comment or approval is received by Cisco within said time period, the Document Deliverable as provided by Cisco will be deemed to be accepted by the Customer.
- If Customer provides comments, then Cisco shall address such comments in a timely manner and this process for review and approval will be repeated.

General Customer Responsibilities

- All information (such as but not limited to: designs, topologies, requirements) provided by Customer is assumed to be up-to-date and valid for the Customer's current environment. Cisco Services are based upon information provided to Cisco by Customer at the time of the Services.
- Customer acknowledges that the completion of Services is dependent upon Customer meeting its responsibilities as indicated herein.
- Identify Customer's personnel and define their roles in the participation of the Services. Such personnel may include but is not limited to: architecture design and planning engineers, and network engineers.
- Customer shall provide Cisco with direct remote access.
- Customer will be responsible for receiving and tracking of all hardware, software, and licensing related to the project.
- Ensure Customer's personnel are available to participate during the course of the Services to provide information and to participate in scheduled information gathering sessions, interviews, meetings and conference calls.
- Support services provided by Cisco comprise technical advice, assistance and guidance only.

- Customer expressly understands and agrees that the Services shall take place and complete within ninety (90) calendar days from issuing a Purchase Order to Cisco for the Services herein.

Invoicing and Completion

Invoicing

Services will be invoiced upon completion of the Services.

Completion of Services

Cisco will provide written notification upon completion of the Services to Customer. The Customer shall within five (5) Business Days of receipt of such notification provide written acknowledgement of Cisco's completion of the Services. Customer's failure to acknowledge completion of the Services or to provide reasons for rejection of the Services within the five (5) Business Day period signifies Customer's acceptance of completion of the Services in accordance with this Service Description.