## ATTACH THIS SHEET TO THE FRONT OF YOUR PROPOSAL ENVELOPE/PACKAGE SUBMISSION

## PROPOSAL TO BE RETURNED TO:

# THE CORPORATION OF THE MUNICIPALITY OF BROCKTON 100 SCOTT STREET WALKERTON, ON NOG 2V0

RFP 2020-01ECONOMIC DEVELOPMENT
MUNICIPALITY OF BROCKTON
SOUTH WALKERTON INDUSTRIAL PARK SIGN

Bidder's Name:	LIBERTEVISION ONTARIO LUC.			
Address:	193 MIN STREET, MELANCHUN, ON	29V 1X7		
	Date Stamp			
	Time Received Employee Signature	gnature		

NOTE: This address label/sheet must be affixed to the front of your sealed tender envelope/package submission. The municipality will not be held responsible for envelopes or packages that are not labeled

LIBERTEVISION ONTARIO INC. 193 Main Street Melancthon, ON L9V 1X7 519-942-6333

RFP#	
Walkerton Industrial Park	
New illuminated sign	

Paulette Peirol Community Development Coordinator Municipality of Brockton 100 Scott Street Walkerton, ON N0G 2V0 519-881-2223 ext 131

Closing: June 10, 2020 @ 2:00 PM

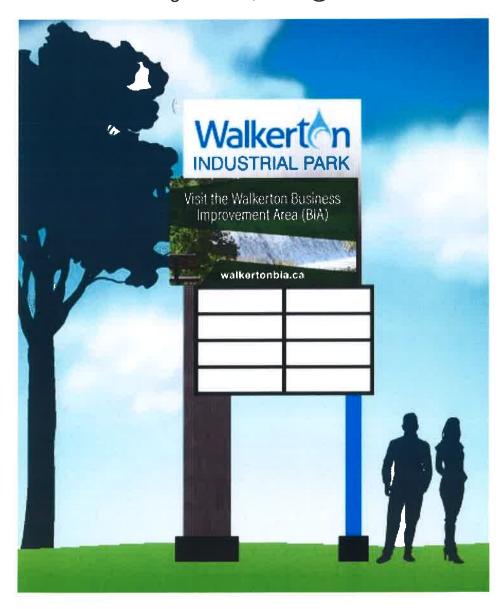


Libertevision Ontario inc.

### PROPOSAL DOCUMENT

# Municipality of Brockton Walkerton Industrial Park New illuminated sign

Closing June 10, 2020 @ 2:00PM





#### Introduction

**Libertevision** is a Canadian owned and operated company founded in 2011, specializing in outdoor and indoor led displays for cities, arenas, schools, buildings and businesses. Each project is carefully evaluated to offer a display solution that is efficient with respect to the viewing distance, viewing angles, traffic speed and the desired display effect. Whether it is for simple advertising of for video or live transmissions, Libertevision has a reliable and incredibly powerful screen for you!

Libertevision has over 450 successful installations in Canada, many of which resemble the type of signage you are looking for.

#### Proposal submitted to:

Paulette Peirol
Community Development Coordinator
Municipality of Brockton
100 Scott Street
PO Box 68
Walkerton, ON NOG 2V0
519-881-2223 ext 131 (office)
519-377-7384 (cell)
ppeirol@brockton.ca
www.brockton.ca

#### By Libertevision Ontario inc.:

Ruth Plowright, Vice-president 193 Main Street Melancthon, ON L9V 1X7 519-942-6333 rplowright@libertevision.com

Richard Laliberté, President 1-855-437-0022 rlaliberte@libertevision.com



#### 10 REASONS TO CHOOSE LIBERTEVISION FOR THIS PROJECT!

- Libertevision Ontario is based in Melancthon, Ontario, not very far from Walkerton. In this time of crisis, all agree on the importance of BUYING LOCAL and supporting our local businesses.
- 2) Libertevision digital signs are certified CAN-ICES-3, which prevents radiofrequencies from blocking emergency vehicles radios and communication systems. This is a legal requirement in Canada and only select LED screen manufacturers have this certification.
- 3) Better resolution LED display! Libertevision offers 6.67mm high-resolution displays which will look fantastic now, and also 5 years from now.
- 4) High-brightness diodes! With our current promotion, you will be getting our very best high-brightness SMD diodes producing 7000 nits at the same price as our regular brightness diodes, a \$3,280 value on this project.
- 5) ON-VISION® 100% web-based software to operate your digital display from anywhere, anytime on any device with web access. ON-Vision also includes ad creation software and an extensive image library with free and unlimited use. PROMOTION! 1<sup>st</sup> year of ON-Vision service is free!
- 6) Our sign manufacturer, Alliston Signs, is located in Alliston, Ontario, less than 60 minutes away from the installation location of the pylon sign.
- 7) Custom design: We are proposing an attractive pylon sign design but can also adapt it to your exact needs and/or special requirements. Our inhouse designer can make the perfect sign for you.
- 8) Experience! Libertevision boasts over 450 successful LED digital display installations across Canada.
- 9) Warranty! Libertevision offers an industry leading 5 years parts and 1 year on-site labor warranty.
- 10) Support! The vice-president of the company, Ruth Plowright, lives minutes away and will be available for all your support needs and also offers personalized training on how to create powerful ads for your sign.



#### **SCOPE OF WORK:**

Provide a new sign structure mounted on a new concrete base (provided by the City) and including a dual-sided digital display. The sign is to be attractive also contain room for 8 advertisers. The City is also asking for a "non-digital" option.

For this project, we are proposing our top selling 6.67mm high-resolution LED displays, the images will be clear and your LED display will be up-to-date now and 5 years from now! 90% of our orders in the last 12 months have been for our 6.67mm displays.

#### **LED SCREEN SIZE**

For this project, we recommend a standard size 7'-4" x 4'-2" LED screen. At this location, this size is adequate but should the be minimum size for proper viewing. We are proposing the following LED display size:

7'-4" x 4'-2": (2240mm X 1280mm)

This size will provide you with readability from the road and a nice 7:4 picture ratio making your advertising and ad creation easy.

#### **SCREEN RESOLUTION**

The most important feature of a led display is the screen resolution. That is the distance between the pixels that make up the led display. The closer the pixels are to each other, the better the image.

#### **PIXELS COMPARISON:**



A pixel is a set of 3 light emitting diodes (LED) which together, can be combined to make 281 trillion colours. Each pixel has 1R1G1B (1 red, 1 green, 1 blue) led. Each led screen (one side) will contain the following pixels:

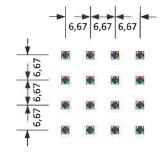
#### 7'-4" x 4'-2" size

6.67mm colour screen: 336 x 192 pixels = 64,512 pixels 10mm colour screen: 224 x 128 pixels = 28,672 pixels 16mm colour screen: 140 x 80 pixels = 11,200 pixels

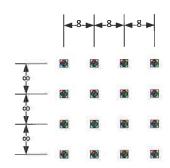


#### **PIXEL PITCH COMPARISON CHART**

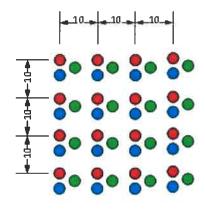
6.67mm - 22,500 pixels / M<sup>2</sup> (view from 6 – 125 metres)



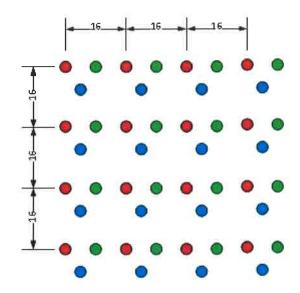
8mm - 15,625 pixels / M<sup>2</sup> (view from 8 - 125 metres)



10mm - 10,000 pixels / M<sup>2</sup> (view from 10 – 150 metres)



16mm - 3,906 pixels / M<sup>2</sup> view from 16 – 150 metres)

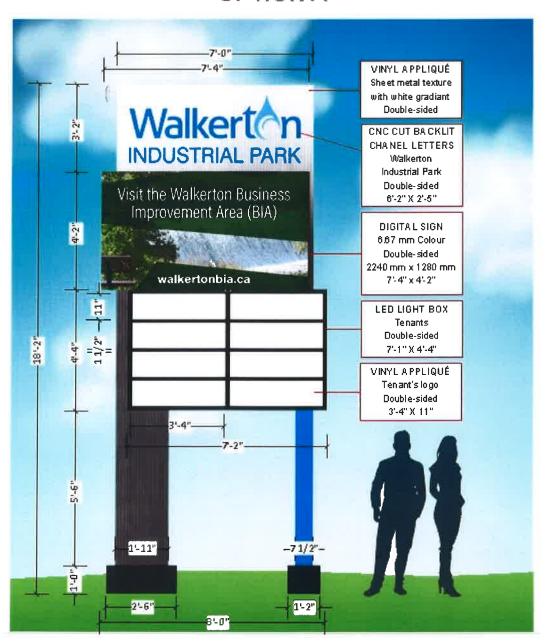




#### **SIGN STRUCTURE DESIGN:**

We are offering an attractive and very versatile sign structure featuring the INDUSTRIAL PARK, the large LED DISPLAY and a customizable LED lit sign box with removable plexi panels. Our price includes vinyl appliqué printing of 8 tenants / advertisers.

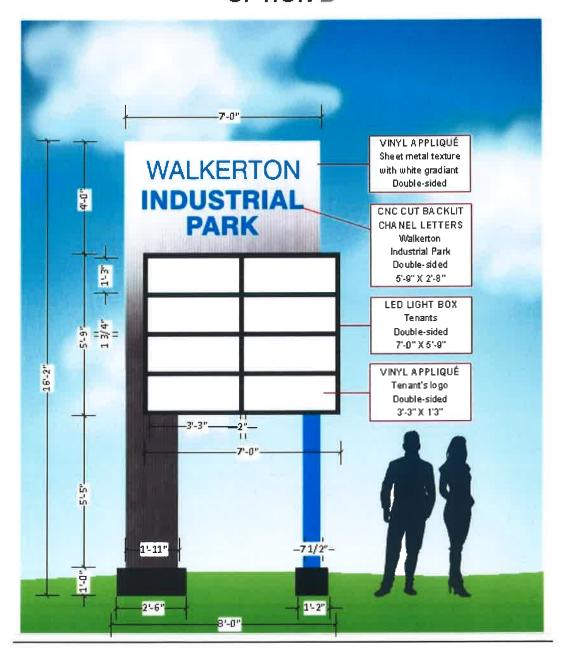
#### **OPTION A**





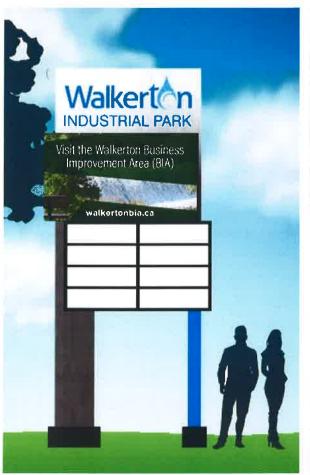
#### **NON-DIGITAL OPTION**

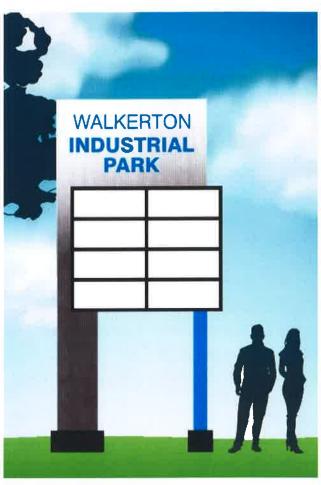
#### **OPTION B**





#### **COMPARISON**





A digital display will allow you to show **EMERGENCY MESSAGES**, **UPCOMING EVENTS**, **ACTIVITIES**, NEW PARTNERS, VIDEO, TIME, **WEATHER** AND MORE!



#### FEATURES OF OUR HIGH-RESOLUTION 6.67mm LED SCREENS

## DIGITAL SIGN OPTION A



6.67 mm Colour Double-sided 2240 mm x 1280 mm 7'-4" x 4'-2"

6.67 mm high resolution

Aluminum cabinet

336 x 192 pixels

High brightness diodes 7000 nits

Automatic brightness adjustment

Refresh rate 1920 Hz

Working temperatures from -30 °C to +50 °C and water-resistant

« Quick release » modules

Viewing angles: 160° H, 60° V

Long-lasting diodes 100,000 hours

Compatible with most file types: JPG, GIF, PCX, TIF, AVI, MPEG, WMV, MOV

Hybrid control system with web-based access available



Compliant with the Canadian regulations standards for radiofrequency CAN-ICES-3

1/4 scan technology (Energy saving)

Power supply with PFC (saves 25% in electricity)

Power consumption: 1752 watts (120V / 15A) max, 584 watts (120V / 5A) on average



#### **WARNING**

This design is the exclusive property of Libertevision inc. Any total or partial reproduction is stricly prohibited without the written permission of the company.

Due to differences in screen settings, the colors of this visual may differ from the final product. This visual is not representative of the actual proportions. The scale may vary from the final result.





#### **CONCRETE BASE:**

We will the drawings for the concrete base required. The City will be responsible for providing the concrete base and anchors, including all ground work around the sign.

#### **ELECTRICAL REQUIREMENTS**

3 circuits 120V / 20A are required at the sign location. The City is responsible for bring power to the sign location and all connections by a certified electrician, and also providing the ESA label.

#### LED DIODES:

Libertevision uses SMD (**Surface Mount Diode**) diodes for its 6.67mm outdoor digital signs. SMD diodes will provide a much clearer and uniform image because of the flatness of the diode. As the viewing distance is relatively close, SMD diodes are better suited for your particular location.

**HIGH-BRIGHTNESS PROMOTION!** Until July 31, 2020, we will upgrade your diodes to our very best high-brightness diodes with 7000 nits. A value of \$2,870!

#### **Led Lifetime**

100,000 hours (approximately 10 years running 24/7 to achieve 50% brightness)



#### **LED MODULE:**

The digital sign is composed of modules. Modules are shock resistant and waterproof, moreover are easy to replace in the event of damage or malfunction. Modules have the "quick release" mechanism making it easy to replace a module from the front or the back fo the LED display. **INGRESS PROTECTION RATING OF IP65.** 

#### 1/6 SCAN TECHNOLOGY REDUCES POWER CONSUMPTION BY 83%

Our screens use 1/6 scan technology that allows you to light up 6 times more diodes for the same energy cost!



#### **ALUMINUM SCREEN CABINET**

All Libertevision digital signs cabinets are made with sturdy and rustproof aluminum. They are designed with high levels of water and dust protection as well as proper ventilation. Ingress protection (IP) ratings: IP65





#### **AUTO BRIGHTNESS**

The screen has an auto-brightness sensor built-in to automatically reduce the screen brightness at night. You can set the desired brightness manually as well.

#### Power supplies with PFC

Libertevision uses power supplies with PFC (power factor control) technology which reduce power consumption by over 25% because the intelligent features only use the power required at any given moment.

#### Tentative delivery and installation schedule

Here is our projected schedule of activities in the realization of this project. Final installation should be completed by August 31, 2020.

2020-06-10 RFP Closing date

2020-06-22 Contract award

2020-07-31 Engineered drawings ready for sign fabrication and concrete base

2020-08-31 LED displays manufactured and tested in shop

2020-09-14 Installation and training on using the web-based software



#### **CAN-ICES-3 CERTIFICATION**

Libertevision digital sign products are certified CAN-ICES-3(A) which is a <u>mandatory Canadian regulation</u> pertaining to harmful frequencies. All frequency emitting components are shielded to prevent harmful frequencies from blocking <u>signals from emergency vehicles (Ambulance, Fire services, Police)</u> and antenna towers.





#### **Warranty information**



## 5 YEARS PARTS AND 1 YEAR LABOR WARRANTY

Libertevision offers a 5 years parts and 1 year on-site labour warranty. Warranty covers all parts in the normal operation of the led screen. Vandalism and other events causing harm which are not normal usage are not covered under this warranty, but rather by the customer's insurer.

#### **SPARE PARTS**

Spare parts are stored in a secure warehouse in Shelburne, ON.

#### **Service Policy**

Libertevision digital signs are serviced within 24-48 hours from report of fault. Spare parts are stocked in Melancthon, ON for fast service.

#### **Technical support**

Tech support is available from our Ontario office as well as on our LIBERTEVISION TECHNICAL HOTLINE 1-855-437-8720 Emergency support is available 24/7 Regular support is from Monday to Friday, 8:30am to 5:00pm

#### **PAYMENT TERMS:**

- OUR REGULAR PAYMENT TERMS ARE 50% ON ORDER, BALANCE UPON COMPLETION OF INSTALLATION, SCREEN STARTUP AND TRAINING.
- LIBERTEVISION WILL ACCEPT YOUR STANDARD PAYMENT TERMS
- \$0 DOWN + 60 MONTHS FINANCING AVAILABLE!



#### **COMPANY PROFILE AND EXPERIENCE:**

Libertevision has been in business for 10 years now, specialized in the supply, installation and maintenance of outdoor digital signs. We have over 450 successful led display installations across Canada, any of which you are invited to contact for references.

**Ruth Plowright** is Vice-president of Libertevision Ontario. Ruth has 4 years experience in digital signage and her career has been filled with successful team and project management. Ruth lives in Ontario and is very close to Oro-Medonte Township. Ruth has 15 years experience in team and project management and detains her Integrated Accessibility Standards Training certificate.

**Richard Laliberté** is the president of the company and will be personally assisting Ruth in all steps necessary for the successful realisation of this project. Richard has personally overseen the installation over 400 *Libertevision* led displays across the country, many of which are far larger in scope and size of this project. Richard has 9 years experience, perfectly bilingual and is the founder of Libertevision digital signs.

**David Dustin** is our communications expert and will be in charge of ensuring the communication between the digital signs and the building (or any location you wish to control the signs from). David has over 10 years experience in wireless and wired communications.

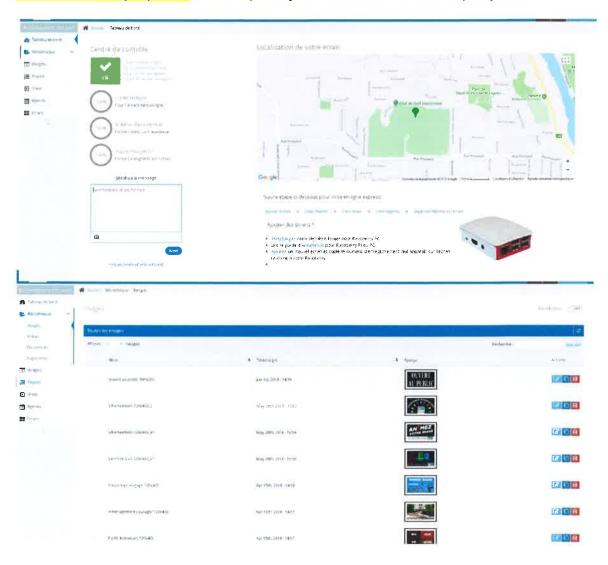
**Audrey Ladouceur** is our designer and graphics expert to make sure the finished product is exactly to your liking. Audrey has 5 years experience in graphic design.

**Michel Talbot** is our project manager. Michel will make sure all steps of the production and installation process are followed and executed properly. Michel has 3 years experience in project management.



#### **ON-VISION WEB-BASED SOFTWARE**

**ON-VISION** allows you to access and control your digital signs by simply logging into your ON-VISION account from any internet browser, tablet or phone. From there you can store your media, create your playlists and push the playlist to the signs. 1 year of ON-VISION service is included in our proposal. Subsequent years are invoiced \$240 per year.









## WEB-BASED DIGITAL SIGN SOFTWARE

**ON-VISION** is a web-based hybrid control system developed and customized for Libertevision digital signs.

#### **ADVANTAGES:**

- No software needs to be installed on your computer, our system is accessible via any web browser
- Secure Cloud storage: Images, videos, special effects and your playlist are stored on secured servers provided by GOOGLE
- Your digital sign is accessible anywhere, anytime via any computer, laptop, phone or tablet
- Multi-screens: you can manage one or more digital signs from the same ON-VISION account
- Powerful ad creation software with image library
- Scheduling allows you to determine play dates and times for each ad in your playlist
- Live display of web content on your digital sign! (videos, web pages, weather forecast, time, etc.)
- Different display options available: banner, split-screen and more
- Optional email notifications
- Free automatic updates
- Starting from \$20 per month, involced \$240 per year



## Libertevisi**ON**

1-855-437-0022

Sherbrooke (QC)—Melancthon (ON)—Calgary (AB)
ON-VISION access: clients libertevision.com



#### **ON-VISION SOFTWARE CAPABILITIES**

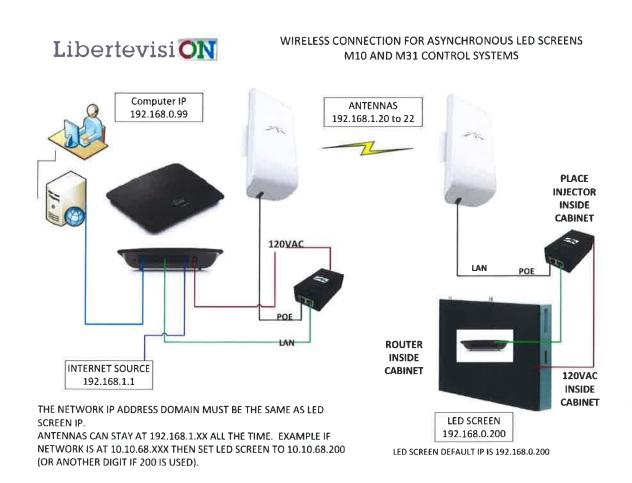
- 100% WEB-BASED HOUSING OF ALL MEDIA FILES (IMAGES, VIDEOS)
  AND PLAYLIST. ACCESSIBLE FROM ANY DEVICE, ANYWHERE,
  ANYTIME.
- LOW COST \$240 PER YEAR WEB HOUSING FEE (ONLY \$20 PER MONTH PER SIGN LOCATION). 1st YEAR IS INCLUDED.
- SUPPORTS MOST FILE TYPES FOR IMAGES AND VIDEO: JPG, BMP, GIF, MOV, AVI, MP4, TXT, XLS AND MANY OTHERS
- CREATE ADS FOR YOUR DIGITAL SIGN DIRECTLY IN THE ON-VISION SOFTWARE!
- SUPPORTS MANY WIDGETS SUCH AS RSS, WEATHER, ONLINE STREAMING, WEB PAGE PUBLICATION, PDF AND MORE!
- NO LIMIT TO THE NUMBER OF IMAGES / VIDEOS PLAYED
- PROGRAMMABLE ON / OFF TIMING FEATURE
- PROGRAMMABLE DATE / TIME PLAY FEATURE FOR EACH AD
- EMERGENCY DISPLAY FEATURE
- INCORPORATED TEXT CREATION SOFTWARE
- IMAGE DESIGN SOFTWARE PROVIDED (HORNIL STYLEPIX)
- REAL-TIME READBACK FEATURE TO CONFIRM WHAT IS PLAYING ON THE SCREEN
- FULLY PROGRAMMABLE BRIGHTNESS LEVELS, DAY OR NIGHT
- CAPABILITY TO DISPLAY MULTIPLE SEGMENTS ON THE SAME SCREEN (SCREEN SPLITTING)
- "SYNCHRONOUS" CONTROL SYSTEM FOR UNBELIEVABLE IMAGE QUALITY AND AN INCLUDED ASYNCHRONOUS BACKUP IN CASE OF PLAYER FAILURE.



#### **COMMUNICATION WITH SIGN**

The sign is equipped with a powerful onboard control system that drives the led screens. The screen can be configured to play the same thing on both sides (master / slave configuration) or set so that each side play their own program. To communicate with the sign and manage the screen content, we provide 2 antennas that will bring internet from your building to the sign. In the event the distance is too far, we provide a cellular cradle for the Township to provide an activated cellular SIM card and cellular service.

A wireless network interface is installed inside the digital sign for laptop access in case of emergency and/or service.





#### LIBERTEVISION SCREEN FEATURES AND SPECIFICATIONS

Libertevision led screens are specially manufactured by the world's largest and best led display manufacturer.





Libertevision carefully selects each component that goes into the screen to provide the led screen solution that is best suited for the specific project. Most importantly, the production process is very strict and quality assurance is key to

#### **INSURANCE COVERAGE**

Libertevision has a \$5 Million insurance coverage for digital sign projects in Canada.

#### **WSIB ONTARIO COVERAGE**

Libertevision is in good standing with WSIB ONTARIO. Account number: 5503937

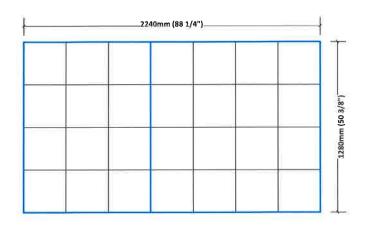


#### POSH-667CL-2240X1280 6.67mm COLOUR OUTDOOR DIGITAL SIGN with "quick release" modules and high-brightness diodes 2240mm X 1280mm (7'-4" X 4'-2")









PRODUCT NO.	POSH-667CL-2240X1280		
Description	Outdoor Digital sign with aluminum cabinet and front access modules	Screen resolution	336 x 192 real pixels
LED Type	SMD2727	Pitch	P6.67 – 1 pixel RGB per 6.67mm of screen surface
Screen Dimensions	2.24 M x 1.28 M (88 1/4" L x 50 3/4" H)	Power consumption	1754 watts maximum 614 watts average
Cabinet Dimensions	1.28 M x 0.96 M x 0.133 M (50 %" L x 50 %" H x 5 1/4" P)	Drive method	1/6 scan
Surface	2.87 M <sup>2</sup>	Input Power required	120V / 20A
Brightness	7000 nits (cd/m²)	Temperatures	-30 °C to +50 °C
Refresh rate	1920 Hz	Power supplies	High performance with PFC power saving
Weight	101 Kg (222 lbs)	Sources	Images, video, text, animations
View distance	6 to 125 metres	Lifetime	100,000 hours
Pixel density	22,500 pixels / M <sup>2</sup>	Waterproof	IP65
Certifications	CAN-ICES-3	View angles	140° horizontal 140° vertical
Warranty	5 years parts and 1 year labor	Aspect ratio	7:4



#### **LIBERTEVISION REFERENCES**

Here are some Libertevision customer references:

CITY OF CLARINGTON (Bowmanville) Toni Anderson 905-623-3379 tanderson@clarington.net

6.67mm - 2560mm x 960mm (8'-5" x 3'-2") single-sided colour digital sign





HALTON HILLS – MOLD MASTERS SPORTS COMPLEX Sharon Collie 905-873-2601 ext 2272 sharonc@haltonhills.ca

10mm dual sided digital signs. 2240mm X 1280mm (7'-4" x 4'-2")

NOTE: Halton Hills have ordered 3 more locations and these new locations will feature our high-resolution 6.67mm screens!

Acton Library (June 2020), Acton Arena (September 2020), Gellert community Centre (September 2020)





#### 4 MARKHAM FIRE STATIONS Flora Chan 905-477-7000

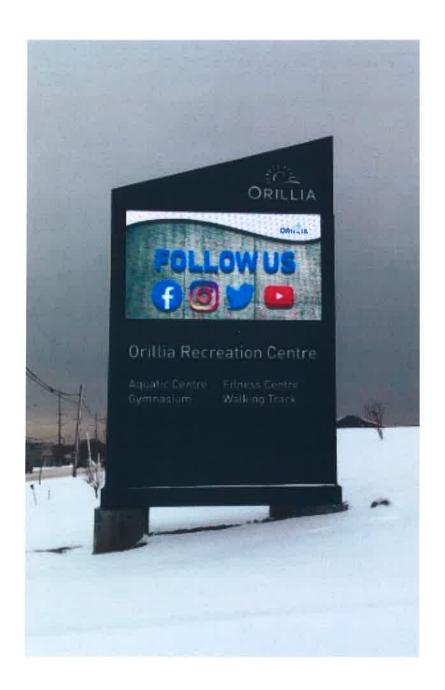
4 locations, each with dual-sided 6.67mm screens 2240mm x 960mm 7'-4" x 3'-2"





ORILLIA RECREATION CENTRE Orillia, ON Shanna Reid 705-325-5326 sreid@orillia.ca

8mm - 2880mm x 1600mm (9'-5" x 5'-3") dual-sided colour screen





THE HITCH HOUSE Oro-Medonte, ON Tom Stoate 705-722-0008

10mm - 3200mm x 1600mm (11' x 5'-9") dual-sided colour screen installed in 2016



2<sup>ND</sup> DIGITAL SIGN INSTALLED IN 2019!

6.67mm - 4480mm x 2240mm (14'-8" x 7'-4") dual-sided colour screen





HERBERT'S BOOTS BARRIE, ON Dieter Elsner 705-435-6481

16mm 5120mm X 2880mm 16'-10" x 9'-5" Dual-sided digital sign on Highway 400





JACK BURGER SPORTS COMPLEX Leslie Roseblade PORT HOPE, ON 905-885-8760 ext 4107 Iroseblade@porthope.ca

Supply and installation of a double sided 10mm LED display including support structure and concrete base. 10mm – 2240mm x 1120mm (7'-4" x 3'-11")



NEWMARKET FIRE STATION 4-1 Shara-Marie Pickles 905-953-5300 10mm - 1600mm x 640mm (5'-6" x 2'-4") dual-sided colour screen





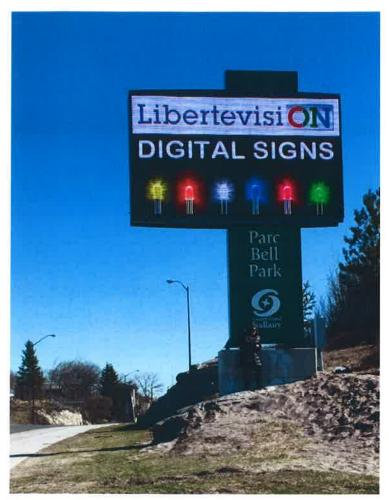
City of St. Catharines Kiwanis Aquatics centre Stuart Green sgreen@stcatharines.ca 10mm - 2080mm x 960mm (7'-3" x 3'-7") colour screen











CITY OF GREATER SUBDURY Sudbury, ON Renée Germain 705-674-4455

10mm - 5120mm x 2880mm (17'-3" x 9'-10") dual-sided colour screen

HEADWATERS HOSPITAL, Orangeville, ON Renee Kukolic renee.kukolic@ssw.ca 905-287-2870 ext 110

10mm - 2560mm x 1280mm (8'-8" x 4'-5") dual-sided colour screen





NISKU DIGITAL SIGNS Edmonton airport, AB Clarence Shields 780-990-9777 cshields@shieldcogroup.com 16mm SUPERBOARDS (3 FACES) 14,400mm x 4,160mm 48' x 14'







LEGEND BOATS Barrie, Ontario Jeff Duhamel 705-431-69223

16mm dual-sided colour screen 4608mm x 2304mm 15'-6" x 8'-0"



# THANK YOU FOR CONSIDERING LIBERTEVISION ONTARIO AS YOUR OUTDOOR IMAGE PARTNER!

Richard Laliberté

President Libertevision Ontario inc.



## **Municipality of Brockton**

Total Cost to carry out this work as proposed:				
Option 1 (Without LED Screen) (Price to exclude taxes)	\$ 33,500,00			
Option 2 (With LED Screen) (Price to exclude taxes)	\$ 58,629.00			
Estimated Project Completion Date:	SEPT. 18 /2020			
Subcontractors (if any)				
Name of Bidder:	LIBERTEVISION ONTARIO INC.			
Address of Bidder:	193 MAIN STREET MELINETHON, ON 29VIX7			
,	MELMETHON, ON 29VIX7			
	519-942-6333			
Signature:				
Title:	RICHARD LALIBERTÉ / PRESIDENT			
Date:	JUNE 8, 2020			







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- Different display options available: banner, split-screen and more
- Optional email notifications
- Free automatic updates
- Starting from \$20 per month, invoiced \$240 per year



Libertevisi N 1-855-437-0022

Sherbrooke (QC)—Melancthon (ON)—Calgary (AB)

**ON-VISION access:** clients, libertevision.com

## Libertevisi ON



ALBERTA







**EVERYWHERE IN CANADA** 

## DIGITAL SIGNAGE









BILLBOARD ADVERTISING | SHOPPING MALLS | SUPERMARKETS | RETAIL | CITIES AND TOWNS | RESTAURANTS | SPORTS | THEATRE & CINEMAS

