

Notice of Contract Award

Webcor Construction LP ("Webcor") is the Construction Manager/General Contractor for the construction of the San Francisco Public Utilities Commission's ("SFPUC") new headquarters building at 525 Golden Gate Avenue in San Francisco (the "Project"). The Project will incorporate a 50ft by 4ft (28,000 x 1920 pixel) interactive Digital Arts Wall ("the Wall") for educational and art components.

Based on findings made by the General Manager of the SFPUC under California Public Contract Code section 3400(b)(3), summarized below, the SFPUC has directed Webcor to award a contract for services to Obscura Digital, Inc. ("Obscura") on or about September 16, 2011 in the amount of \$1,262,082.81. Under the contract, Obscura will provide turnkey services for the Digital Arts Wall including technical hardware design, software development supporting a highly interactive experience, hardware installation, and post-installation support services.

The General Manager of SFPUC has made the following findings in support of the sole source determination:

- The functionality required to support a Digital Arts Wall of this size and meet the SFPUC's requirements for a cost-effective, robust system that operates and displays seamlessly and incorporates a flexible template for future content development substantially exceeds the capabilities of readily available, standard off-the-shelf software and hardware products;
- Obscura offers a proprietary software and hardware platform (FireFrames) that is fully capable of providing seamless, interactive display for high resolution, large scale settings as required by SFPUC for the Project. Obscura/FireFrames has a proven track record of success in large scale, interactive installations;
- Obscura's development office and support technicians are based on San Francisco, enabling Obscura to closely monitor the installed Digital Arts wall and provide almost immediate, on-site support, as necessary;
- Obscura is the only source capable of providing the necessary design, development, installation, and support services for a Digital Arts Wall that meets SFPUC's requirements.

Any comments or objections regarding this Notice of Contract Award must be submitted to Adam Bird at Webcor (abird@webcor.com) no later than October 1, 2011 (10 calendar days from the initial placement of this advertisement). Webcor and SFPUC will review and consider timely comments and objections before proceeding with contract award for the Digital Arts Wall.