

JUSTIFICATION FOR SOLE SOURCE or BRAND NAME SPECIFIED
(Simplified Acquisitions <\$100K)

N00161152C16479
The service or material listed on _____ is sole source and competition
Document Number Select which is applicable (sole source or brand name)
is precluded for reasons indicated below. There are no substitutes available for this material or
service.

Restricted to the following source. Provide original manufacturer or recommended sources
that provide brand name. If a sole source manufacturer distributes via dealers, ALSO provide
dealer information.

Manufacturer: McGraw-Hill Education, Inc.

Manufacturer POC: Dave Andersen, Account Executive

Manufacturer Phone #: 978.352.8908

Mfr. Address: 2 Penn Plaza

New York, NY 10121

City, State Zip

Dealer / Rep / Recommended Source: N/A

Dealer / Rep / Recommended Source address: N/A

City, State Zip

Dealer / Rep / Recommended Source Phone #: N/A

- Description of the item or service required, the estimated cost, and required delivery date.

Subscription renewal/upgrade for Tegrity Campus FTE Campus-wide Service, a lecture capture
system, with 7,500 recorded hours not limited to specific classrooms, departments, instructors, or
students, with unlimited student viewing.

Anticipated access period of performance is 15 August 2015 through 14 August 2016.

- Specific characteristics of the material or service that limit the availability to a sole source /
brand name (unique features, function of the item, etc.). Describe in detail why only this
suggested source / brand name can furnish the requirements to the exclusion of other sources /
brands.

Tegrity Inc. is the sole source for Tegrity products.

Tegrity's solution is unique. It is a solution developed specifically for the needs of academic institutions. Tegrity Campus 2.0 is a complete Web 2.0 software system for making class time available to students all of the time. Tegrity Campus 2.0 is designed for widespread, institution-wide use by faculty, students and other constituents, primarily to improve students' academic achievements, although the solution has many other compelling uses.

The solution is distinctive in that it is designed to scale easily. That scalability to accommodate the numbers and diversity in faculty and students is unique. As a Web 2.0 solution, the instructor does not need to install software to record content with Tegrity, and no special hardware is needed either. Instructional content may be recorded transparently while classes are taught, and additional content can be recorded in any location. While Tegrity is used heavily in classrooms, Tegrity's technology is not tied to the classroom. It can be used by faculty, staff and students anywhere and on any equipment.

One of the most unique aspects of Tegrity Campus 2.0, and the subject of a provisional patent, is Tegrity's capture of metadata relevant to the instruction, so that students can search by words for bits of recorded instruction across an entire course of recordings. The Tegrity "Search anything" technology enables students to recall key class moments to replay online, or on iPods and mobile devices.

Also, Tegrity Campus 2.0 provides an exclusive method of assigning time stamps to the elements of recorded content, e.g. voice, video, PowerPoint slides, websites and other applications being shown, and annotations. The solution uses the stamps to synchronize those elements. There is no other product that automatically captures, synchronizes, indexes and streams captured writing, which can be created by a number of common means, with content in software applications and audio and video of the instructor. There is no other product that automatically enables Tegrity's unique Enhanced Podcasting from class capture or content recording, whereby the indexing and titles automatically generated while recording with Tegrity become visuals and titles by which a student can navigate through a podcast on an iPod.

Finally, Tegrity Campus 2.0 is unique in that faculty and administrators can run different types of "user based" reports to show rates of recording and to assess students' viewing patterns. These reports are typically used in concert with other institutional data to study impacts of Tegrity viewing by students on grades, graduation rates and other measures of student achievement and retention.

CHECK & FILL IN ALL APPLICABLE BLANKS BELOW

- The requested material or service represents the minimum requirements of the government.
- The material/service must be compatible in all aspects (form, fit and function) with existing systems presently installed/performing. Describe the equipment/function you have now and how the new item/service must coordinate, connect, or interface with the existing system.

As a follow-on subscription renewal/upgrade with Tegrity, it provides familiarity and continuity by the instructors and staff that were trained in Tegrity software. Tegrity also maximizes student usage with standardized formats across all academic departments and for returning students.

A patent, copyright or proprietary data limits competition. The proprietary data is:

The core competencies of Tegrity's Web 2.0 software, Tegrity Campus 2.0, are in the areas of metadata capture, computer vision/image processing, multi-source content capture, synchronization, and Internet streaming technologies that uniquely synchronize and present media captured. Tegrity's patented software as a service converts ordinary and existing software and hardware into an interactive media system for capturing elements of instruction, including annotations, and providing anytime, anywhere delivery online, via podcast enhanced with pictures and titles for navigation, and on mobile devices. This technology forms the basis for the entire Tegrity product line.

These are "direct replacements" parts/components for existing equipment.

Other information to support a sole source / name brand buy:

Follow-on subscription precludes additional and or multiple software, training, orientation and potential additional hardware if alternate sources were obtained.