



## Service Description: Advanced Services – Fixed Price

### StadiumVision Content Data Integration Service (ASF-SAE-G-SVD-CADI)

This document describes Advanced Services Fixed Price: StadiumVision Content Data Integration Service.

**Related Documents:** This document should be read in conjunction with the following documents also posted at [www.cisco.com/go/servicedescriptions/](http://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 Content Data Integration Service.

### Service Summary

The StadiumVision Content Data Integration Service provides remote Content design, creation, and consulting support to Customer for the deployment of up to five (5) Widget-based Content assets for use in Cisco's StadiumVision solution. These assets incorporate data retrieved from an external data interface supported by StadiumVision Director, and are typically used for Menu Boards, scoring/statistics displays and graphics for social media.

#### Deliverables

- Custom Content Creation for a total of up to five (5) final end user approved Widget-based Content Assets for Data Integration, including background graphics delivered in a StadiumVision-compatible file format.
- Content Specifications Document (CSD)

#### Location of Services

Services are delivered remotely to Customer.

#### High Level Design Development

#### Cisco Responsibilities

- Work with Customer to review and agree on the required Content assets related to the Services to be provided hereunder.
- Provide Customer with the access to and passwords as relevant for the on-line system which will be used when the Customer reviews and approves the completed Content.
- Conduct interviews with Customer stakeholders to determine requirements for the gathering of Content and media requirements in interview(s).
- Confirm receipt of Customer's provided creative assets required for the Content asset template and background graphics.
- Evaluate the Customer provided creative assets and create a Content asset list of all Event Content to be produced.
- Document the template implementation, noting whether the implementation will be based on widgets, HTML5, or both.

- Review the documentation for the templates with Customer for comment and approval.
- Work with the Customer to create the initial design compositions for the templates utilizing the Customer's design elements, creative assets, logos, and color palette.
- Upload the initial Content designs of the Content assets for Customer to review for comment and approval before moving to Content production.
- Begin the final Content production of all project materials.
- Provide completed templates based on final Customer approval.
- Implement the completed templates by uploading and installing the background graphics into the Customer's licensed StadiumVision Director server, and configuring the widget designer on the server.
- Provide testing and verification of all templates confirming they are functioning as designed and approved, including verification of proper rendering of data fields.
- Provide the quantity of graphic assets identified in the project Deliverables for backgrounds for the Content assets.
- Upon sign-off of approved Content, Cisco will provide the final Content assets and backgrounds Content to Customer's Event Day Operator (EDO) for implementation and scheduling in StadiumVision Director (SVD).
- Review the completed templates within three (3) Business Days immediately after review with Cisco, before it is formally completed and released.
- Provide reasonable access to Customer site(s) and Event locations and facilities including, where applicable, computer equipment, telecom equipment, facilities and workspace, as Cisco may require to enable it to provide the Services and comply with the Cisco Responsibilities set forth herein.
- Access the online system and review initial Event Content designs, providing comments to Cisco within three (3) Business Days of Cisco uploading the Content for review.
- Customer must sign-off on the final Event Content within three (3) Business Days upon receipt of the final Event Content, giving approval to the final Event Content, before the project can proceed.
- Customer responsible for providing incoming data feeds.

### **Project Assumptions and Exclusions**

- Any creative asset Content purchase or licensing costs are not included as part of this service description and shall be the sole responsibility of Customer.
- Customer acknowledges that there will be only two (2) rounds of changes allowed related to review of the initial designs; if two rounds of changes are to be exceeded, then a new graphic will be charged against the Customer's graphic count.
- Customer will be responsible for the use of any and all intellectual property embodied in the Content created or prepared hereunder, including securing any appropriate licenses to content owned by third parties.
- Ownership: Cisco will not acquire ownership of the completed, installed and delivered Content. However, Cisco shall have a worldwide, fully-paid, non-revocable, perpetual license to the structural Content created and the method or approach devised to create and deliver Content hereunder (but not to the pre-existing End User or third-party content contained in the Deliverables such as logos, trademarks, trade-names, etc. contained in the Content).
- HTML5: Custom HTML5-based Content Assets for Data Integration may be created using widget assets. Since the Customer requirements and level of effort for each HTML5-based asset is unique, each HTML5-based asset required will be discussed with the Customer and the production time (widget asset equivalent) required to create the HTML5-based asset will be determined by Cisco Content Services. This information will be presented to the Customer and once approved by the Customer the work will commence. Upon delivery and sign-off of the HTML5-based asset, the agreed upon number of widget assets equivalents will be subtracted from the widget deliverable count which is provided as part of this service description.
- Customer is recommended to deploy a web server on premises where HTML5-based Content assets are required.

### **Definitions**

### **Customer Responsibilities**

- Provide Cisco with the details related to the required Content assets which will be reviewed and agreed at project kick-off.
- Provide Cisco with the details of the relevant Customer stakeholders who will be responsible for reviewing and approving the Content using the online system.
- Coordinate and schedule Customer stakeholders to participate in Content meetings and interviews as necessary.
- Unless otherwise agreed to by the parties, respond within two (2) Business Days of Cisco's request for any other documentation or information needed to provide the Service.
- Obtain all necessary or appropriate permission for the use by Cisco, Customer, and their respective subcontractors of all trade names, trademarks, logos, copyrighted material, or other intellectual property contained in any Customer-provided creative assets.
- Provide Cisco with such information, data and documentation as Cisco may require to enable Cisco to provide the Services and comply with Cisco's Responsibilities set forth herein including but not limited to provision of preliminary branded materials and all creative assets which includes but is not limited to: brand/style guides, logos, text, photos, videos, etc. It is the Customer's responsibility to obtain permission for the use of all logos and copyrighted material.
- Review the initial Content designs for the Content assets with Cisco and provide comments within three (3) Business Days immediately thereafter.

- "Content" means deliverables including but not limited to any combination of Graphics, data driven widgets, HTML5 and Video Production.
- "Event(s)" means organized programs for private, team, concerts, sports, customized sponsorship, and/or customized sales presentations that take place in a stadium.
- "Graphics" are defined as the resulting collection of pictorial and/or illustrative deliverables of this service description. A fixed number of graphic assets are made available to the Customer via this service description. A graphic as defined by this service description is any unique static graphic designed and created by Cisco Content Services at the request of the Customer. At the beginning of the Content creation process, the Design/Composition phase is the starting point of Content creation process and will ultimately lead to the finalization and sign off of any graphic. These graphics can be created completely by Cisco Content Services and/or could include assets provided by the Customer including but not limited to: logos, photos, text, backgrounds, etc. If a graphic is created and the Customer request changes that exceed changing 20% of the current text on the graphic than that new version is counted as a new graphic. If a graphic is created and the Customer request changes to the background color that will not be counted as a new graphic, but if any additional graphic element or style is added to the current graphic then that new version is counted as a new graphic.
- "Widget-based or HTML5-based Content Assets for Data Integration" is defined as any full-screen graphics that consist of background graphics and rendering of data fields imported via a data interface supported by StadiumVision Director. These assets can include Menu Boards, scoring/statistics displays and graphics for social media.

#### **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.
- 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.