

Council Meeting of  
February 7, 2006

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

**Members of the City Council:**

**SUBJECT: Recommendation for authorization to issue a Purchase Order to Furnish and Install Television Non linear Editing Systems for the Office of Cable Communications**

**Ref: Bid B2006-01**

**Anticipated Annual Expenditure: \$ 70,269.57**

**RECOMMENDATION**

The City Manager recommends that City Council authorize a purchase order be issued to Creative Media for an amount not to exceed \$66,923.57 (includes sales tax), plus 5% contingency (\$3,346.00); to furnish and install television non linear editing systems for the Office of Cable Communications.

**Funding**

Funding is available in FEAP #428 (TCTV Post Production Equipment)

**BACKGROUND**

This project replaces 5 analog post-production systems with 5 non linear digital systems. The recommended editor replacement features Windows XP platform, a full set of high performance built-in features for editing video, managing audio, creating real-time effects and titles, adding graphics, compositing and working seamlessly with third-party applications.

The existing equipment exceeds expected life by 11 years. Technological advancements necessitate transition from analog to digital equipment to improve quality, reliability, and efficiency. Non linear editing improves efficiency based on its tapeless environment. In addition, we are updating the tape format from SVHS and ¾"

U-Matic tape to DV. This format will improve visual quality of programming and properly interface with this and all other replacement video systems.

DV tape format has been selected based on its performance, wide distribution, cost effectiveness, and manufacturer commitment to service and reliability.

### ANALYSIS

Formal bids were opened on January 19, 2006. Bids were received from 2 vendors. Following are the bid results.

VENDOR	TOTAL BID
Creative Media* Burbank, CA	\$66,923.57
Key Code Media Studio City, CA	\$75,419.24

\*Lowest Bidder

Respectfully submitted,

LeRoy J. Jackson  
City Manager

By:   
Michael D. Smith  
Cable & Community Relations Manager

CONCUR:

  
LeRoy J. Jackson  
City Manager

ITEM	QTY	MODEL NUMBER	MFR	DESCRIPTION	CREATIVE MEDIA BURBANK, CA		KEY CODE MEDIA STUDIO CITY, CA	
					UNIT PRICE	TOTAL	UNIT PRICE	TOTAL
1.	2	N/A	Adobe	After Effects Professional,	\$ 794.61	\$ 1,589.22	\$ 999.00	\$ 1,998.00
2.	5	Avid Studio Complete	Avid	Xpress Studio Complete with	\$ 4,999.00	\$ 24,995.00	\$ 5,299.00	\$ 26,495.00
3.	5	Avid	Avid	USB AVID Xpress Keyboard	\$ 79.99	\$ 399.95	\$ 69.00	\$ 345.00
4.	4	H28357	HP	Rack mount Kit xw8000 or	\$ 109.99	\$ 439.96	\$ 115.00	\$ 460.00
5.	5	HP xw 8200	HP	Workstation xw8200 to include: 1. Intel Pentium 4.300GHz/ 2. 1.5 GB DDR2-533 RAM 3. NVIDIA Quadro FX 1300 4. 40 GB SATA/1507200 (1st 5. Floppy Disk Kit 6. Microsoft Windows XP 7. IEEE 1394 Card 8. Gigabyte Ethernet Card	\$ 4,359.95	\$ 21,799.75	\$ 4,225.00	\$ 21,125.00
6.	5	HP	HP	USB Optical Scroll Mouse	\$ 19.95	\$ 99.75	No charge	No charge
7.	5	DVRA08XLB	Pioneer	DVD +/- RW Internal Drive	\$ 195.00	\$ 975.00	\$ 55.99	\$ 279.95
8.	5	MA-12	Roland	MA-12 Roland Audio Speakers	\$ 319.90	\$ 1,599.50	\$ 215.00	\$ 1,075.00
				(Speakers are sold 1 per unit @159.95 for a total of 10 units)			(Quoted Maudio BX5A))	
9.	5	MDR-7506	Sony	Headphones	\$ 119.00	\$ 595.00	\$ 95.00	\$ 475.00
10.	10	VP211b	Viewsonic	21-inch Monitor	\$ 539.36	\$ 5,393.60	\$ 1,029.00	\$ 10,290.00
11.				Equipment Total		\$ 58,911.23		\$ 62,542.95
12.				Tax @ 3%		\$ 1,767.34		\$ 1,876.29
13.				Subtotal		\$ 60,678.57		\$ 64,419.24
14.	1	n/a	Avid	3-day course, techniques of		\$ 2,495.00		\$ 3,000.00
15.	5	n/a	n/a	Integration and custom labor	\$ 750.00	\$ 3,750.00	\$ 1,600.00	\$ 8,000.00
16.				<b>GRAND TOTAL</b>		<b>\$ 66,923.57</b>		<b>\$ 75,419.24</b>