A Proposal to Lodha Group

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Reference: FMG 051- Lodha Group - AR Digital Content

Date: 26th November 2020

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While every effort has been made to make this document as accurate as possible, no responsibility can be accepted for errors and/or omissions, which are caused by incorrect or inadequate information supplied to the parties by Client

Costs and effort estimates provided herein are estimates and are subject to change after detailed study during subsequent stages.

Executive summary

This proposal has been prepared for Lodha serenity for Augmented reality based solutions.

Overview

Based on our understanding of the documents provided and subsequent discussions, we have created a high-level scoping document for the project.

Lodha Serenity

Lodha Serenity is a true amalgamation of natural splendor and the finest amenities. Located off Central Avenue, its prime location guarantees scenic views of the lush green Lakeside Park or the sprawling Green Street from the comfort of your home.

Client requirement

Lodha would like to implement experience zone base on Augumented reality for their customers.

Our solution

Based on our discussions we have decided to implement Software as well as the hardware parts with 4 to 5 tablets, Wall mountain screen, Master plan table and IPA for Augmented reality

Overall Description

Fute Medias's Experience zone will help to enhance the customer experience. While entering the room, the customer will see all the amenities, walkthrough of the room from the wall mountain screen and they will be provided with a tablet where they will have to scan the printed screen from the table, which will help them to explore the room and experience the interior from same place.

Experience Room

Based on our meetings and discussions, this proposal has been prepared for Lodha Serenity. Lodha Serenity wish to develop Experience Center to showcase their amenities to their clients. Fute Medias is glad to develop and implement the same.

An Experience Zone is a special multi-monitor setup that consists of multiple computer monitors, video projectors, or television sets tiled together contiguously or overlapped in order to form one large screen. With an unrivaled visual and virtual experience, engage your audience like never before. An effective medium to communicate brand messaging and deliver a world of information via a stunning digital canvas. A room would be installed with digital screens covering the walls.

Scope of Work

Experience zone

A dedicated room would be converted into experience center by placing 1 digital wall/screen in the room, where the output on the screen would be controlled by external mechanism (Tablet). Output on the screen would be a panoramic view of Lodha Serenity amenities like podium, playground, floor area and lobby to name a few. The screen would display particular amenities which will be experienced in an interactive way.

- Synchronization of the screens with the controlling console for interactivity.
- Hardware configuration of switches, screens and other devices including wiring and more.
- 3D designing of the amenities from wireframe models, which include rendering and recreation of the objects/elements involved in the amenities with respect to Line of Sight for the IPA
- Mixing and blending of the edges in all the screens.

- Line of sight adjustments.
- Run time editing of the walkthrough.
- Development and integration of chrome video - A chrome screen would be placed as background for shooting the objects/amenities of Lodha Serenity with an objective of giving real time immersive experience. A chrome screen is a green screen background that will be strategically placed near the output screen so as to give the visitor an augmented view of the amenities or any other parameter that Lodha Serenity wishes to showcase. Further, this video would be Amal gated with the developed 3D video.

Commercials Pricing is mentioned below:

- Payment Terms:

Project Fee: 100% advance;

Hardware

- Cost of 4 Tablet (Android)
- Cost of 75" to 85" commercial screen
- Cost of Printed screen
    - Total Cost of Hardware is Rs. 3,56,000/-
    - Installation of hardware per Location – Rs10,000/-
    - Warranty Hardware for 6 months.

Software

- Software License basic application
- Per AR 3D Model
    - Total Cost of Software is Rs. 58,000/- based on each AR 3D model
    - Cost of 3D Model Creation – Rs. 3.2 lakhs/-
    - Warranty Hardware for 3 months.
    - AMC will be extra after warranty period.

Note:

- Taxes (GST and VAT) As Applicable
- To be paid in 15 days from invoice date.
- Payment mode: wire transfer/cheque in favor of "Fute Medias".
- Payment shall be made within 15 days of the invoice; failing the same interest payable would be @ 18% per annum.



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Intellectual Property Rights

All Intellectual Property Rights, title and interest in any ideas, concepts, know how, documentation, techniques and/or any work products existing prior to the date of this Agreement will belong to the party that owned such rights immediately prior to the date of this MOU.

Confidentiality and Non-Disclosure

The Parties and their employee/s agree that if permitted access to any portion of the Confidential Information in the course of his Services as mentioned herein, they shall keep all information confidential and shall disclose such Confidential Information to people in their respective organization who need to know. The Parties shall ensure that such employees shall be made aware of the confidentiality obligations contained herein and shall adhere to the same. The Parties shall be responsible or liable for any act or omission on part of its employees with respect to the confidentiality obligations in connection with the services. The Parties obligation respecting the non-use and non-disclosure of confidential information shall survive termination of this Agreement and shall remain so long as such information remains proprietary to Fute Medias or Client as the case may be.

Jurisdiction

It is agreed by and between parties that the court of Bangalore shall have the exclusive jurisdiction in respect of any matter, claim or dispute arising out of or in any way related to this agreement.

Validity of this Proposal

This Proposal is valid for a period of 1 month from the date of the Proposal. Fute Medias reserves the right to modify the contents of the proposal if the same is not accepted within the stipulated period.

Agreements

On acceptance of this proposal for the full project, we shall sign a Service Agreement with Lodha serenity incorporating all the details of the project.

Acceptance

By signing below, you accept this proposal.

Fute Medias	**Lodha Group**
Signed By:	Signed By:
Date:	Date: