**ADVERTISEMENT OF BINAURAL OR SIMILIAR**

**AUDIO GUIDES**

# PURPOSE

The National Museum of Denmark (hereinafter referred to as the "contracting authority") requires the performance of a task concerning binaural audio guides for an exhibition.

# SCOPE OF THE TASK

The advertisement includes the procurement of audio guides, services and equipment to develop and maintain a fully functioning audio guide system. The task is described in more detail in Annex 1, Audio guide specifications.

# PERSONAL DATA

The contracting authority processes personal information in connection with receiving offers, typically contact information for one or more employees of the bidder. The General Data Protection Regulation grants rights to the registered, and the contracting authority’s processing of personal data are described in the privacy notice at <https://en.natmus.dk/shortcuts/privacy-policy/>

If the bidder processes personal data in connection with the advertisement process, the bidder is requested to submit a declaration of notification of processing of personal data in connection with the advertisement process. The declaration is requested completed and signed by the bidder.

# PROCEDURE FOR THE ADVERTISEMENT

The contracting authority advertises the task in accordance with Title IV of the Danish Public Procurement Act, as the contracting authority has determined that this contract has a clear cross-border interest.

The process for submitting offers is organised as shown below.

## **Advertising material**

The material that forms the basis for the submission of offers consists of the following:

* 1. Advertising conditions (this document)
  2. Annex 1 – Audio guide specifications
  3. Annex 2 - The contracting authority’s ‘Draft agreement’
  4. Annex 3 - Standard terms and conditions

## **Submission of offers**

The bidder must prepare a written offer. Only one offer may be made per bidder.

The offer must not exceed 20 pages. Pages beyond the maximum number will not be included in the evaluation. In the event that more than the specified number of pages are submitted, only the first 20 pages will be considered in the evaluation.

Offers must be received no later than August 1st, 2023. Offers received after this date will not be considered.

Offers must be submitted in writing to Marianne Blank, [marianne.blank@natmus.dk](mailto:marianne.blank@natmus.dk)

The offer must include descriptions in relation to the award criteria below, and the offers will subsequently be assessed based on these criteria.

The offer and all related material shall be in Danish or English.

The bidder must abide its offer for 1 month after the deadline for submission of offers.

The bidder’s costs associated with submitting the offer are irrelevant to the contracting authority, also if the contracting authority decides to cancel the advertisement without awarding a contract.

The contracting authority is not obliged to return the offers to the bidders.

## **Contract award**

The following will be weighted positively in the selection process:

* *1:* Sound quality and playback:
  + Binaural or live mixing in relation to compass/gyro, so it seems as if the sound is coming from a specific direction, e.g. a screen with a movie, a stage, a set, a puppet.
  + Faithful reproduction of speech, music, effects and soundscapes. Frequencies from approx. 30 Hz-20 kHz, linear reproduction.
  + Must be able to play and mix at least two audio sources simultaneously, e.g. a separate narrator voice and foreground and separate background sound/soundscape.
  + Sound must be able to start automatically in a specific location.
  + Sound must be able to play synchronously with video or other content in the exhibition.
* *2:* Ergonomics and handling:
  + Charging stands in a rack, shelf unit or cabinet.
  + Must be able to be handled and issued by a single host in less than 1 minute per device.
  + Hands-free.
* *3:* Price: The task has a maximum price of DKK 950,000 exclusive of VAT. The bidder shall provide a fixed price for the task including all transport and handling/installation. It will be weighted positively that the offered price is as low as possible compared to the maximum price.

# EVALUATION OF OFFERS

After the deadline for submission of offers, the contracting authority will evaluate the received offers on the basis of the above mentioned award criteria and decide, to which bidder to award the contract.

The contracting authority will conduct an overall assessment of the above criteria.

All the bidders will be notified simultaneously, and as soon as possible, of the decision regarding the contract award. The contracting authority intends to conclude the contract following the award decision.

## **Contract conclusion**

The contract will be concluded on the basis of the draft contract/standard terms and conditions in Annex 2.

The contract sets out the obligations and rights that will apply between the parties in connection with the performance of the task covered by this advertisement. It should be noted that the substantial terms of the draft contract cannot be changed.

The bidder’s standard terms and conditions will not form part of the contract basis.

# QUESTIONS

Any questions about the material or process may be addressed in writing to Mikkel Hjort Hansen on mhj@natmus.dkno later than July 6th 2023. Questions received after this date will not be answered.

Questions will be answered in writing and as soon as possible after they are received.

Both questions and answers will be uploaded in anonymized form to [www.udbud.dk](http://www.udbud.dk)

# CONTACT INFORMATION

The contracting authority is:

The National Museum of Denmark

Frederiksholms Kanal 12, DK-1220 Copenhagen

Contact person: Marianne Blank, marianne.blank@natmus.dk

# TIMETABLE

The advertisement is expected to be completed according to the timetable below. It should be noted that the contracting authority reserves the right to make changes. Bidders will be notified of such changes.

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| June 27, 2023 | Advertisement on [www.udbud.dk](http://www.udbud.dk) |
| July 6, 2023 | Deadline for asking questions |
| **August 1, 2023** | **Deadline for submission of offers** |
| August 15, 2023 | Expected provision of notifications regarding the award decision to bidders |
| August 29, 2023 | Contract signing and eventual kick-off meeting |
| September 30, 2023 | Delivery of 20 test audio guides with equipment |
| February 2, 2024 | All audio guides and equipment delivered to the museum, att. Mikkel Hjort Hansen, Vester Voldgade 101, DK-1552 Copenhagen V |
| April 12, 2024 | All equipment installed in the exhibition and rack space |
| April 21, 2024 | All content installed on audio guides |
| May 14, 2024 | Final test audio guides content |
| June 7, 2024 | Final overall test |
| June 26, 2024 | Exhibition Opening |