# West Texas A&M UNIVERSITY™

## Purchase Order

1 of 1

DIALSMITH INC.

1800 NW 169th Place

Suite B150

Beaverton, OR 97006

| PURCHASE ORDER NUMBER |
|---|
| P0097481 |
| **REQUISITION NUMBER** |
| 0097861 |
| **G/L ACCOUNT NUMBER** |
| 10-0150003-62-7373 |
| **DATE** |
| 06/11/2020 |

| ITEM | QUANTITY | UNIT | SHIPPED | DESCRIPTION | UNIT PRICE | EXTENSION |
|---|---|---|---|---|---|---|
| 1 | 1 | EA | | Perception Analyzer | 16,825.000 | 13,460.00 |
| 2 | 1 | EA | | OnLine Training | 2,800.000 | 2,800.00 |
| 3 | 1 | EA | | delivery | 250.000 | 250.00 |
| | | | | | **TOTAL** | 16,510.00 |

To expedite payment, invoices should include WT Purchase Order No. &
Federal Tax No. Contact **bo@wtamu.edu** for direct deposit.

Dept. Initiator: _____

Authorized by: *Elaine K Chew* 06-11-2020 _____

BILLING ADDRESS:
PURCHASING DEPARTMENT
WTAMU 61001
CANYON, TEXAS 79016-0001
806.651.2105
FAX  806.651.2109

SHIPPING ADDRESS:
CENTRAL SUPPLY
2403 RUSSELL ONG BLVD.
CANYON, TEXAS 79015
806.651.2155
FAX  806.651.2156

Return This Copy To Purchasing Dept.
### RECEIVING COPY
Date Received_____
Received By_____

WTAMU IS AN EQUAL OPPORTUNITY EMPLOYER

**West Texas A&M**
**U N I V E R S I T Y** ™

## Purchase Requisition

1 of 1

DIALSMITH INC.

1800 NW 169th Place

Suite B150

Beaverton, OR 97006

| REQ. DATE | INV. STORE | REQUISITION NUMBER | |
|---|---|---|---|
| 06/11/2020 | | 0097861 | |
| ACCOUNT NUMBER | | DEPARTMENT | |
| 10-0150003-62-7373 | | Ins for Dry Land Ag | |
| AP TYPE | OBJ CODE | ENTERED BY | |
| L019 | 7373 | Amy Newton | |

| ITEM | QTY | UNIT | DESCRIPTION | UNIT PRICE | EXTENSION |
|---|---|---|---|---|---|
| 1 | 1 | EA | Perception Analyzer | 16,825.000 | 13,460.00 |
| 2 | 1 | EA | OnLine Training | 2,800.000 | 2,800.00 |
| 3 | | EA | delivery | 250.000 | 250.00 |

Comments: Proposal

| TOTAL | 16,510.00 |
|---|---|

**APPROVALS**

_Signature_ 6-11-20
Department Head          Date

_____
Senior Administrator     Date

_____
President                Date

_Elaine K Chew_ 06-11-2020
Purchasing               Date

**ACCOUNTING USE ONLY**

_____
Amount Paid

_____
Voucher #

_____
Date Paid

_____
Audit/Date

**TRAVELER'S SIGNATURE**

_____
                         Date

Receiving Information:

Date Received: _____

Received By: _____

The dispute resolution process provided for in chapter 2260 of the Texas Government Code must be used by WTMAU and the contractor to attempt to resolve all disputes arising under this contract.

This purchase order agreement for goods and services incorporates by reference the equal employment opportunity clause provisions of Executive Order 11246, as amended; Section 5033 of the Rehabilitation Act of 1973, as amended; and the Vietnam Era Veterans Readjustment Assistance Act of 1974, as amended; and all implementing regulations and relevant orders of the U.S. Secretary of Labor.

## TEXAS SALES AND USE TAX EXEMPTION CERTIFICATE

WEST TEXAS A&M UNIVERSITY
WTAMU BOX 61001
CANYON, TEXAS 79016-0001
806.651.2105 • 806.651.2109 FAX

I, the purchaser named above, claim an exemption from payment of sales and use taxes for the purchase of taxable items described below or on the attached order or invoice form:

Purchaser claims this exemption for the following reason:
Higher Education Agency of the State of Texas

I understand that I will be liable for payment of sales of use taxes which may become due for failure to comply with the provisions of the Tax Code: Limited Sales, Excise and Use Tax Act; Municipal Sales and Use Tax Act; County Health Services Sales and Use Tax; The Texas Health and Safety Code; Special Provisions Relating to Hospital Districts, Emergency Services Districts and Emergency Services Districts in counties with a population of 125,000 or less.

I under stand that it is a criminal offense to give an exemption certificate to the seller for taxable items that I know, at the time of purchase, will be used in a manner other than that expressed in this certificate and, depending on the amount of tax evaded, the offense may range from a Class C misdemeanor to a felony of the second degree.

THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID.

Sales and Use Tax "Exemption Numbers" or "Tax Exempt" Numbers do not exist.

Vendor represents and warrants ("EIR Accessibility Warranty") that the electronic and information resources and all associated information, documentation, and support that it offers to provide to the Agency under this purchase order (collectively, the "EIRs") comply with the applicable requirements set forth in Title 1, Chapter 213 of the Texas Administrative Code and Title 1, Chapter 206, Rule 206.70 of the Texas Administrative Code (as authorized by Chapter 2054, Subchapter M of the Texas Government Code.) To the extent vendor becomes aware that the EIRs, or any portion thereof, do not comply with the EIR Accessibility Warranty, then vendor represents and warrants that it will, at no cost to Agency, either (1) perform all necessary remediation to make the EIRs satisfy the EIR Accessibility Warranty or (2) replace the EIRs with new EIRs that satisfy the EIR Accessibility Warranty. In the event that vendor is unable to do so, then the Agency may terminate this Agreement and vendor will refund to the Agency all amounts the Agency has paid under this purchase order within thirty (30) days after the termination date.

Date_____06/10/2020_____                    (Requisition)#_____

## Justification of Sole Source Purchases

### QUESTIONNAIRE

This questionnaire has been designed by the Purchasing Department to aid the faculty and staff in relating information necessary in the processing of requisitions on a sole source purchase basis. Your cooperation in answering the questions listed below will assist us in handling orders expeditiously.

1) Is this item required for use in
Research? yes_____  classroom? yes_____  lab? yes_____  other?_____

2) What features or functions are proprietary to this item? How are these dimensions or performance characteristics essential to the accomplishment of your work?_____
   The Perception Analyzer is best known for it's ability to gather continuous, in-the-moment feedback, but it is also an effective tool for collecting individualized response to a variety of research question types while facilitating an engaging, interactive environment for participants. Intuitive, hand-held dials so participants can privately respond to questions and keep their focus on the testing material
   Software to program the system, capture individual responses and analyze data
   Wireless receiver and other audio visual components to communicate with the dials and display both stimulus and results

3) List any company other than your suggested source who manufactures a similar item or manufactures and item with similar functions. _____
   NA_____

4) Why won't these competing products be satisfactory? _____
   NA_____

5) Will the item be used with existing equipment?                          ☐ Yes  ☑ No
   If yes, - as a repair/replacement part?                                  ☐ Yes  ☐ No
       - as a component to be interfaced with the existing equipment        ☐ Yes  ☐ No
       Give Brand and Model number of existing equipment. _____

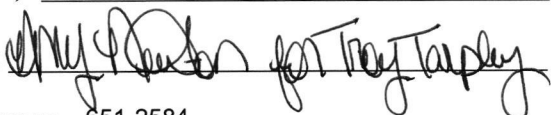       - as an accessory of option?                                         ☐ Yes  ☐ No
       - to match existing equipment?                                       ☐ Yes  ☐ No
       - for reasons of interchangeability?                                 ☐ Yes  ☐ No

6) Give any additional information you feel may aid the buyer in processing this requisition.
   NA_____

*Elaine K Chew*
Approved 06-11-2020

NAME (PRINT): Troy Tarpley

SIGNATURE: [signature] for Troy Tarpley

PHONE NUMBER: 651-2584

# DIALSMITH

info@dialsmith.com

www.dialsmith.com

1800 NW 169th Place
Suite B150
Beaverton, OR 97006, USA
800.769.0906

i-view @ Wellington House
125 – 130 Strand
London, WC2R 0AP, UK

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Eric Alzuhn
+1.503.505.6272
eric@dialsmith.com

# WEST TEXAS A&M UNIVERSITY
## DR. TROY TARPLEY

## PERCEPTION ANALYZER®

## PROPOSAL

## June 10, 2020

# CONTENTS

## PROPOSED SOLUTION

To meet your needs, we are pleased to propose the following Perception Analyzer solution:

(15) Dials^

(1) Console^

(2) Software suite seat licenses*^

(1) HD display kit^

(1) HD MP4 recorder^

(1) Hard-sided rolling system case

(1) Premium annual support

| | | |
|---|---|---|
| Subtotal | $16,825 | |
| EDU Discount | ($ 3,365) | |
| Online Training | $ 2,800 | |
| Delivery | $ 250 | |
| **Total Investment** | **$ 16,510** | |

**Please initial as your acceptance of the stated pricing and terms:**

x _____

Options:

☐ Additional Dials: List $350ea or $300ea when added to this order. _____QTY_____

☐ Backup / Spare Console: List $2,800ea or $2,250ea when added to this order. _____QTY_____

☐ Live Media Integration Kit – testing of live presentations or live broadcast: $16,500. _____QTY_____

☐ Additional Software Seats: List $250ea or $200ea when added to this order. _____QTY_____

☐ Additional Consecutive Training Days: $1,500ea (not including weekends). _____QTY_____

☐ Additional Annual Support: List $1,500/yr or $1,000/yr when added to this order. _____QTY_____

*No Options Per Dr. Tarpley 6/10/20*

**TOTAL WITH OPTIONS: $_____**

*Software suite includes two (2) seat license of Edit, Collect and Report.

^Software and hardware components are described in detail in Appendix B of this proposal.

## PROPOSAL ACCEPTANCE

I hereby accept this proposal including the items and pricing on page 4 and the following terms:

- Full payment in $USD or purchase order due prior to delivery
- Payment by check or bank wire transfer carries no fee
- Payment by credit card is welcome and increases the Investment by 4%
- Purchaser is responsible for any customs fees, import duty, sales tax, and/or VAT, if applicable
- Delivery will generally occur within 10 - 14 business days of receipt of full payment
- Due to exclusive contractual rights, the Perception Analyzer may not be used for any type of radio research or testing
- Perception Analyzer software may only be used by the company that purchased the license from Dialsmith. The Perception Analyzer software license is non-transferable and may not be provided to any third-party without prior, written consent from Dialsmith.
- Any copyright, patent, trade secret, trademark or other proprietary right or disclaimer appearing in or on the Perception Analyzer software, hardware, and related devices, materials or documents may not be removed, obscured or altered, in whole or in part, without the prior written consent of Dialsmith.
- The terms of this Proposal and the Perception Analyzer software license agreement takes precedence over the terms of any other document inconsistent with or in addition to any provision of this Proposal and the Perception Analyzer software license agreement, unless specifically agreed to in writing by both parties.

*Please initial page 3, sign page 4 and return pages 3 – 4 of this document to:*

*Eric Alzuhn*

*Scan/email: eric@dialsmith.com*

**West Texas A&M University**

x
_____

Signature                                        Date


_____

Print name                                       Title


Tax Exempt Information: _____

DIALSMITH

## APPENDIX A: TRAINING

The Perception Analyzer is a very intuitive system to use, but as with any complex and robust technology, there is much to learn and understand. A session with one of Dialsmith's trainers will help ensure that you are taking full advantage of the system's capabilities and that you are using it to its fullest capacity.

**Option 1: *Your Place***                 **$4800 (+ travel at cost)***

With training at ***Your Place***, a Dialsmith trainer comes to you for a full, two-day training which covers the following:

- Hardware and peripheral set-up and configuration
- Utilization of all three software modules (Edit, Collect, Report)
- Audio/visual needs, ordering and set-up
- Troubleshooting
- Hands-on practice and in-depth Q&A

**Option 2: *Our Place***                 **$3800 (+ your travel costs)***

With training at ***Our Place***, you come to our office in Portland, Oregon, for a full, two-day training in our conference room utilizing all of our in-house audio/visual equipment. The training includes up to two trainees and everything listed above. More than two trainees may attend the training for an additional $200 per person.

**Option 3: *Web-Based***                 **$2800 (8 hours)**

With ***Web-Based*** training, training takes place in the comfort and security of your own home or office. It starts when Dialsmith provides you with all the training materials distributed during a typical in-person training. As you work your way through these materials, make note of the topics, workflows, etc., that you'd like to explore in more depth. We'll create a customized training specifically suited for your needs. Hours can be divided to create multiple sessions (e.g., 2 x 4-hour sessions, or 1 x 4-hour session followed by 2 shorter 2-hour sessions). Additional hours are available as needed.

*Does not include travel expenses.

*Assumes weekday training. Weekend training or travel will result in an up charge of $500 per weekend day.

## APPENDIX B: SYSTEM OVERVIEW

The Perception Analyzer system consists of hardware and software that interfaces with a computer and various peripherals. Hardware and software will be covered in this section and computer and peripheral details may be found in the appropriate appendices.

**Hardware**

- **Dial:** The dial is the interface used by respondents or audience members to communicate real-time feedback through the Perception Analyzer system. Using a teardrop-shaped knob, specifically designed for optimal usability and minimal distraction, the dial is turned to the number on the LED display that corresponds to the desired response. The dial has a 280° sweep and offers custom scales anywhere between 0 – 100. The full range of 0 – 100, or any lesser range (e.g. 0 – 10, 1 – 5, 1 – 7, etc.), may be used. The dial stores the response to each question and awaits polling from the console.

- **Console:** The console is the interface between the software, computer and dials. Connecting to a computer via USB or serial cable, the console receives instructions from the Perception Analyzer software, wirelessly polls the dials via radio frequency* (RF) and delivers the results from each dial back to the software.

**Software**

- **Edit:** Edit is the questionnaire development module of the software. It's where questions get created or imported and formatted for use during a session. Basic question types include categorical and attitudinal and more advanced question types include moment-to-moment, trade-off and more.

- **Collect:** Collect is the module that runs during a session, displays questions and interfaces with the console to poll and record responses from the dials. Collect also includes diagnostic tools for evaluating possible RF interference (so another channel may be selected if necessary), checking battery strength in each dial and making sure all dials are functioning properly.

- **Report:** Report is the reporting and analytic module of the software. Through Report, data may be viewed in graphical, crosstab or quick frequency formats and easily exported as graphic, ASCII, SPSS or PDF files.

**System Peripherals**

- **HD Display Kit:** This is a variety of cables and adapters to help connect your Perception Analyzer system to external monitors and MP4 recorders for high-definition playback and capture of stimulus and real-time results.

# APPENDIX C: COMPUTER REQUIREMENTS

The following are Dialsmith's <u>recommended minimum specifications</u> for a new or replacement computer to run the Perception Analyzer system:

- Either a notebook or desktop computer is acceptable.

- Windows 8.1 or 10

- Minimum of Intel i7 processor, 12.0 GB RAM, 512 GB storage is recommended.

**Required Ports:**

- Two available USB-2 or USB-3 ports:  One for dial interface and one for external display adapter.

- One or more additional USB ports are recommended for mouse or flash memory connection.

**Suggested Brands:**

- Most any modern Windows-based computer brand will suffice. It is recommend that you provide the brand and model number to Dialsmith for review of computer specifications.

**Apple computers:**

- Perception Analyzer software may be run on an Apple-brand computer using an Intel CPU and operating Windows natively via Apple's Bootcamp dual-boot drive partition utility. Perception Analyzer will not run in a Windows virtualization application (such as Parallels or VM Fusion) on an Apple-brand computer.

*These are only suggestions based on our experience and Dialsmith does not endorse nor guarantee the suitability of any specific computer.*

## APPENDIX D: AUDIO / VISUAL REQUIREMENTS

When setting up a Perception Analyzer system to be used in a research, classroom or event setting, onsite audio/visual equipment will almost always be needed. Based on each specific application this equipment may include, but is not limited to, one or more of the following:

- Video and/or data monitors
- Projector(s) and screen(s)
- Video signal switcher
- Cables, connectors, adapters

Unless a facility or venue has all the necessary audio/visual components, an outside vendor may be required. Dialsmith is available to consult with you on your specific audio/visual needs and provide guidance and schematics as needed.

DIALSMITH

## APPENDIX E: SUPPORT

Your Perception Analyzer system purchase includes a one-year Support Agreement. After one year, you will have the opportunity renew your Support Agreement for an additional fee and continue to receive the following benefits:

- Free phone/email based technical support (8:30am – 5:30pm PST, Monday-Friday)
- Free hardware repair[1^]
- Free loaner equipment during hardware repair[2^]
- Annual preventative system maintenance[3^]
- Audio/Visual Support
- Free maintenance software updates
- Software version updates[4]
- 10% discount on additional system training for new users (excluding expenses)
- Preferred hardware rental rates for additional equipment[5^]

[^] Client is responsible for round-trip shipping costs.

[1] Free repairs on manufacturer's defects on Perception Analyzer dials and consoles only. Damage due to misuse and/or abuse will be repaired for an additional time and material charge. Malfunctioning third-party peripherals supplied by Dialsmith will be subject to the respective manufacturer's warranty terms.

[2] Loaner equipment not to exceed quantity in for repair and is based on availability.

[3] Once per contract year, upon client's request, at the Dialsmith offices.

[4] Dialsmith reserves the right to charge an additional fee for specific new software features.

[5] Rental of dials equal to the number owned.