

An aerial view of a city skyline at sunset, with a colorful square graphic (green, blue, yellow, pink) overlaid on the image.

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Aurora, IL

Digital Signage Solution

Project Overview (1 / 3)

BUSINESS CHALLENGE

The City of Aurora seeks to modernize its display of public information at several key citizen-facing facilities. This includes agendas, directional instructions, relevant video, and, if necessary, emergency notifications. While the immediate need involves City Hall and other highly-visible, public-facing CoA facilities, stakeholders are interested in finding a partner to provide a broad suite of signage tools for the Aurora public safety departments.

PROJECT BACKGROUND

The current digital signage landscape in Aurora facilities consists of a sparse patchwork of unconnected systems. Several sites, including the Aurora Police Department Headquarters, have a single screen with a static display. These are infrequently updated.

In Aurora City Hall, which hosts the greatest share of citizen business, visitors rely on a cork board in the lobby for news, procedures, and directions. Beyond providing a dated first impression to Aurora citizens, the information on the cork board can easily become obsolete without a digitized system with automatic updates. Along with the lack of interactivity, this can result in confusion and additional time needed to confer with staff.

Project Overview (2 / 3)



The City of Aurora (CoA) seeks to modernize its display of public information at several key citizen-facing facilities. This includes agendas, directional instructions, relevant video, and, if necessary, emergency notifications. While the immediate need involves City Hall and other highly-visible, public-facing CoA facilities, stakeholders are interested in finding a partner to provide a broad suite of signage tools for the Aurora public safety departments.

Process Sequence:

- Created Market Landscape with 30+ potential companies.
- Drafted RFQ document based on the needs of the Mayor's Office of Community Affairs, the Information Technology Department, and input from both the Aurora Fire & Police Departments.
- Based on this review, Marketplace.city publicly posted and distributed the [Opportunity and Scope Document](#) for vendors to complete in order to be included in the reporting and selection process.
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Summary of Submissions 1

Company	Solution		Display Questions	Software Questions		Prior Experience & Case Studies	Pricing & Model
	1-Page Solution Narrative	Do you provide:	Please provide a broad overview of all signage types you offer.	Can your solution support tiered user permissions?	Please describe how Aurora users can set different levels of messaging to correspond with display locations.	Extracted References	Extracted Pricing
Carousel	Solution Narrative	Software & System Management Only	The CMS for Carousel allows you to create content from templates, uploaded content, or many dynamic types (date/time, weather, calendar events, interactive, web/html, Youtube, live video, PowerBI, RSS, Twitter, etc.)	Yes	Each display can have unique or shared content. In addition, each screen can be broken down into any number of zones/regions. Each one of these can have unique users who are allowed to create (but maybe not upload, etc.) and schedule content.	<ul style="list-style-type: none"> City of Madison, WI City of Stoughton, WI City of Minnetonka, MN 	One-Time: \$2,500 Annual Software Support: \$5,450 Quote Total: \$7,950
Hypersign	Solution Narrative	Unified Hardware & Software Digital Display Solution	Hypersign supports a wide variety of digital signage media players. The full feature platform for Hypersign is Windows. We also support BrightSign, Tizen, AppleTV, Elo, and Android. Hypersign currently powers small room signs up to 209' wide LED. Hypersign supports interactivity natively.	Yes	Using our "Smart Playlist" dropzone app, users can easily publish playlists to displays by using tags. One tag could be for system-wide content, while another tag could be for building-specific content. Hypersign will incorporate both tags into a dynamic playlist.	<ul style="list-style-type: none"> City of Waco, TX University of Illinois – Springfield Clemson University Tennessee State University 	Windows Signage Player (per device): \$738 + shipping Annual Software Support: \$961.02
IoT Professional	Solution Narrative	Unified Hardware & Software Digital Display Solution	We provide Samsung QBB/QMB/QHB series signage. These displays provide head-turning visuals with true-to-life colors and content elevated to 4K. With the QBB/QMB/QHB embedded media player, there's no separate PC required, no extra mounting or cabling, and no additional external hardware.	No	N/A	<ul style="list-style-type: none"> Lubbock Independent School District 	Devices: \$8,201.75 Annual Software Support: \$325 Quote Total: \$8,526.75
Mvix	Solution Narrative	Software & System Management Only	We are a full-service enterprise digital signage agency that specializes in all aspects of digital signage projects with use cases ranging from digital menu boards & video walls to fully set-up interactive displays. Our digital signage software allows for remote management of all your displays.	Yes	User Groups are the perfect way to segment certain individuals within your organization to have preset permission levels. This way, you can easily ensure certain users can only control one or multiple aspects of Mvix CMS.	<ul style="list-style-type: none"> Nassau County Clerk of Courts Upper East Tennessee Human Development Agency City of Eagle 	No pricing quote provided.
Nanonation	Solution Narrative	Unified Hardware & Software Digital Display Solution	Nanonation can provide a nearly unlimited combination of screens, mounts, and kiosk stands that make the most sense for the specific use-case and deployment. Interior, fully exterior, or a hybrid approach, we provide consultation on the best screens, PCs and mounts depending on physical location.	Yes	Company Roles: User Manager - Has permission to create and manager users within assigned companies. Player Creator - Has permission to create players within assigned companies. Digital Signage Manager - Has full permission to Digital Signage and Player Network. Local Playlist User - Has restricted access to manage and publish local playlist. Template Manager - Has permission to build and share Templates.	<ul style="list-style-type: none"> City of Irvine Spokane Transit Authority MS Dept of Human Services PA Dept of Transportation Nebraska Dept of Treasury 	One-Time Project Design: \$28,700 Software & Hosting: \$900 Kiosk Hardware: \$9,960 Installation: \$1,750 Quote Total: \$41,310

Summary of Submissions 2

	Solution		Display Questions	Software Questions		Prior Experience & Case Studies	Pricing & Model
Company	1-Page Solution Narrative	Do you provide:	Please provide a broad overview of all signage types you offer.	Can your solution support tiered user permissions?	Please describe how Aurora users can set different levels of messaging to correspond with display locations.	Extracted References	Extracted Pricing
Raydiant	Solution Narrative	Unified Hardware & Software Digital Display Solution	Raydiant is able to source and install any and all screens Aurora requires. Whether it's small form factor, video walls, touch screen kiosks, or standard screens, Raydiant can source the hardware from domestic or international sources.	Yes	Content filtering isn't based on the user tiers. This functionality uses Raydiant's Rules and Tags feature. Tags based on screen or content function or location are applied to content playlists and/or screens. Rules are then applied to content playlists to display targeted content.	<ul style="list-style-type: none"> US Dept of Health (Louisiana) 	55" Standard Commercial Display..... \$490 (one time) ScreenRay Media Player.....\$149 per screen (one time) ScreenRay Subscription.....\$39.99 per screen per month*
RovelQ	Solution Narrative	Unified Hardware & Software Digital Display Solution	We offer interactive indoor and outdoor kiosks, interactive indoor and outdoor wall mounts as well as banner digital signs and smaller digital screens with sizes that range from 20-55 inches.	Yes	Each kiosk / wall mount display has a unique ID that corresponds to its location in our CRM. You are able to connect all displays in your network to send messaging as well as send specific information to specific locations based on the location ID.	<ul style="list-style-type: none"> City of Lawrenceburg, IN City of Snellville, GA North American Properties Irvine Company 	Kiosk One Time Payment: \$15,000 Annual Software and Warranty Services: \$4,320 per kiosk
Toshiba America Business Solutions	Solution Narrative	Unified Hardware & Software Digital Display Solution	Toshiba offers a broad portfolio of digital signage solutions ranging from interactive touch screen kiosks to large format digital displays to show-stopping LED video walls. Our agnostic approach allows us to provide best-in-class hardware, software, and services to meet the City of Aurora's needs.	Yes	Content assets or playlists can be published to a global network of devices, specific player groups, or to a single endpoint through the solution interface, allowing users to quickly schedule and assign content to available endpoints. Dynamic tagging can also automate content distribution.	<ul style="list-style-type: none"> City of Farnington Hills Oakland Community College Hennepin Technical 	Quote for 1 display & services: \$4,321
Uniguest	Solution Narrative	Unified Hardware & Software Digital Display Solution	Indoor and Outdoor Displays including wall mounted or freestanding enclosures. Indoor and Outdoor Video Wall and LED Walls. All display sizes available - static and touch displays Informational Displays, Directories, Wayfinding, Kiosk solutions, etc. Integrations/app available (e.g. Canvas)	Yes	Yes, you can send messages to all displays at the same time or to just a group of location or single displays. You will also have to option to just update a section of the displays, etc.	<ul style="list-style-type: none"> Ottawa County Cabarrus County Orange County Water District MCCS NYPD 	Pricelist provided, not a specific quote.

Project Overview (3 / 3)



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- There were 9 responses completed by the deadline – [Raw Data File Here](#).
- Aurora project leaders decided to focus on the software-only solutions rather than combined hardware-software solutions.
 - Combined hardware solutions tend to be more expensive and have more requirements for their installation.
 - City Stakeholders can purchase flat-screen TVs at below-market rates. **TVs are not included in the following cost estimates.**
- Following this Software & System Management Prioritization, project leaders invited **Carousel & Hypersign** to provide demos.
- Initial evaluation of both vendors indicated the project team considered both vendors equally strong contenders. To illuminate differences and guide final preferences, both vendors were sent a short final question set. These included the ability to wall-off content from various groups (i.e. most users should not be able to see internal PD displays), customer support details, and final pricing.
 - Complete [Final Responses Here](#).
- The project team submitted [Final Scoring](#).

Scoring Overview

Scoring Criteria		Vendor Evaluation	
		Carousel	Hypersign
Capabilities / Solution	25%	8.8	9
Experience and Qualifications	20%	8.8	7.2
Approach, Services, Implementation Methodology	10%	6.8	8.6
Pricing and Contract Model	20%	6.8	8.4
Additional Services / Innovation	25%	7.8	7.4
Weighted Scoring		7.95	8.08

Summary & Recommendation – Hypersign

City stakeholders recommend Hypersign as their Digital Signage partner. A leading solution paired with an enthusiastic product team will modernize Aurora information displays at City Hall, the Fire & Police Departments, and other critical, high-traffic areas.

DECISION FACTORS

Flexible Software Solution: Pulling in a broad market sample with the Opportunity & Scope Document enabled project leaders to confirm that unified hardware & software solutions would raise costs and installation restrictions, with negligible added benefit. Hypersign is a light-touch solution that enables robust display management, design, timing, and customization options.

Granular User Permissions: Project leaders identified a broad array of installation locations at the outset of this project, encompassing public-facing areas, internal City spaces, and public safety departments. Hypersign enables the information displayed at each location to be tailored by relevancy and sensitivity. Crucially, content and displays containing Personally Identifiable Information (PII) or law enforcement – related information can be walled-off from other Hypersign system users and accessible only to certain accounts.

5-Year Pricing Confirmation: Hypersign is distinct from other software-focused competitors by locking in 5-year pricing estimates, providing budgeting stability. Their per-device pricing model also provides a predictable scale as the City’s needs shift. This quote includes all updates, customer service, and unlimited training.

Public Experience: Beyond providing signage services for municipal entities like the City of Waco, TX, Hypersign has broad experience in other public-square settings such as university campuses, including the University of Illinois – Springfield.

CONTRACT DETAILS

HYPERSIGN SaaS Pricing	\$590.40 Per Display (20% discount) \$376.92 Annual Maintenance
SUPPLEMENTAL PRICING ITEMS	17 Additional Monitors: ~\$700/each Estimated Total Wiring Costs: \$51,000
CUMULATIVE PROJECT PRICING	Total First Year Cost: \$112,233.32 Annual Recurring: \$19,222.92
CONTRACT LENGTH	3 Years + 2 Optional Renewal Years
INSTALLATION LOCATIONS	APD, City Hall, Fire Stations