



Expression of Interest for Variable Message Display in 10 Smart Cities (Coimbatore, Madurai, Salem, Thanjavur, Tiruchirapalli, Vellore, Tirunelveli, Tiruppur, Thoothukudi and Erode) of Tamil Nadu

Ref #: TUFIDCO/CCC-VMDS/1242/AM(M)/2018

Date: 23 March 2018

TUFIDCO is implementing Integrated Command and Control Center (ICCC) for ten smart cities (Coimbatore, Madurai, Salem, Thanjavur, Tiruchirapalli, Vellore, Tirunelveli, Tiruppur, Thoothukudi and Erode) of Tamil Nadu.

TUFIDCO intends to prepare a comprehensive plan for Sustainable Implementation of variable Message Display Systems in 10 Smart Cities and explore the workable models for the same with the objective of increasing the revenue of Smart Cities, citizen participation/awareness in the smart city projects and operating efficiency of 10 Smart Cities.

The major aspects are listed below:

- Preparation of Sustainable – Revenue sharing model for Variable Messaging Display (VMD) Implementation for 10 Smart Cities
- Providing, Installing and Maintaining VMD Boards
- Providing, Installing and Operating VMD
- Exploring innovations in Advertising, Publicity and Public Awareness.

Outcomes

- Real time automated RGB Full color DIP type Variable Messaging Display (VMD) with P10 or better pitch
- Analytics on VMD usage viz., under utilized
- Citizen Feedback on VMD information efficiency
- VMD should have capability to integrate with real time information related to traffic status, weather updates, journey time, congestion level, diversions & emergency related messages etc
- VMD system should be a cloud based system managed centrally
- VMD should have capability to send emergency messages through mobile platform

TUFIDCO is considering participation of private firms to implement the above aspects in an efficient and effective manner and thus TUFIDCO wishes to explore various solutions, the working models and business models. The firms interested are required to get through knowledge of city potential and relevant policy/laws applicable and come up with innovate technical proposals accordingly.

Submission

Following information is to be provided in response to the EOI by the interested firms:

1. Organization details and company registration certificates
2. Relevant work experience details
3. Technical Proposals on masterplan and innovative solutions for advertising across all 10 Cities
4. Product offering along with working model and business model
5. Proposal on single point regulation of VMD via ICCI integration

The above said should be submitted in hard copy, TUFIDCO Office Address: 490, Anna Salai, Nandanam, Chennai-35. Phone: 044 – 24329800 at least by **17 April 2018**.

Presentation

The entities/firms are invited to make a presentation on the technical proposal at the office of TUFIDCO, Chennai on **19 April 2018 at 14.00 hrs**.

For any clarifications please mail to tufidcopw@gmail.com

**Chairman and Managing Director
Tamil Nadu Urban Infrastructure and Finance Corporation**