

ANNEX A

ATTENTION: CALL FOR INTERESTED PARTIES. DEVELOPED EDUCATIONAL PRODUCTS OR PRODUCTS TO BE DEVELOPED IN THE FUTURE FOR ANDROID TABLETS.

A. OBJECTIVE

Ceibal Center invites interested parties to present their educative products that have already been developed and / or products to be designed in the future (games, applications, web tools, etc.) for Ceibal Center user Android devices.

B. BACKGROUND

In our efforts to broaden our technological tool base and the educative content we offer to Ceibal Center users, we're announcing an official 2016 list of digital educational product (applications or similar) providers for Android devices.

C. TARGET AUDIENCE

Proposals need to indicate what target audience they're designed for.

In 2016, the official register will seek products and ideas designed (partially or entirely) for:

Initial and Primary: students between 5 and 10 years of age and their respective educators

Basic Middle School: students between 12 and 15 years of age and their respective educators.

D. PRESENTATION OPTIONS

Interested parties may present more than one proposal (for the same option or for different ones). Each proposition will be evaluated independently.

Option 1

The first Register will be composed of educational product ideas to be designed for the target audience defined in point C. Said proposals will have no longer than 5 months to be completed after signing the contract

Option 2

A second Register will be composed of finished educational products designed for the target audience defined in point C. Plan Ceibal reserves the right to adjust said projects as it sees fit.

D. TECHNICAL SPECIFICATIONS

Products must be compatible with Android operating system 4.2.2 and higher.

Devices for the aforementioned categories in point C are: JP Tablets, Haier Tablets, Positive Tablets - BGH, XO Laptops 4.0 with Android and Pixi Alcatel Tablets. Primary Education works with 7" and 8" devices and 10" devices in Middle School. General info on HW and SW can be found in the following link.

<http://www.ceibal.edu.uy/art%C3%ADculo/noticias/estudiantes/Especificaciones>

In addition to the above mentioned devices, The Ceibal Center is in the process of acquiring new devices whose characteristics may or may not conform to the specifications detailed in the above link. The Android operating system however, will continue to be the operating system.

- a) Device specifications in the previous point will be INTEL and ARM
- b) Applications size can not exceed 100MB.

F. PROPOSAL PRESENTATIONS

Proposals must specify which Option they're pertaining to.

Presentation Option 1

All necessary information (technical and educative) related to the future project must be handed in for evaluation purposes. The proposal must include:

Product reach
Pedagogic foundation
Team responsible for project
Tentative timeline of project

Likewise, the council requires a prototype, mockup or demo of the developing product that can be adequately displayed for evaluation.

Presentation Option 2

Proposal must contain the same required information in Option 1 in addition to:

Product history in the market
Possibility of adaptation as far as the look and feel of the product
Possibility of translation to Spanish if needs be

Additionally, the product must be presented in its different profile facets if applicable (teacher, student, administrator)

If Ceibal decides to, it may solicit a product demonstration via conference call or presented in person.

In both cases, company background should also be provided. This includes:

- Company history with other similar products or services provided in the past.
- Professional history of person responsible for project.

G. EVALUATION

For each Option, the Ceibal Center will undertake a technical evaluation as well as an economic evaluation of each proposal.

Proposals that have satisfactorily completed the technical/economic evaluations realized on specific dates, will be added to the registry of either Option 1 or Option 2. Ceibal may purchase products added to the list of either Option over the course of the year.

Interested companies must present **two** PDF format documents:

- One describing the technical aspects of the proposal
- Another describing the economic aspects of the proposal which will remain sealed until after the technical evaluation.

The technical analysis (necessary for project to advance) The following aspects will be considered:

Level of interactivity and usability

Content quality

Level of contextualization (adaptation for intended use)

How adequate the product is for its target audience

How adequate the product is for the Ceibal Center technological infrastructure

Level of innovation

Background of product and/or company

For additional information on aspects that will be evaluated in the proposals please read point K of this document.

Should the implementation process be successful in either one of the Options, Ceibal will see to mid term agreements that allow further development of the product as deemed necessary by the council.

H. PRICING

Option 1: Final product pricing requires intellectual property as described in point J. This implies that Ceibal acquires permanent right to use said product and the right to put it at its beneficiaries disposal.

Option 2: The Company may establish pricing based on a limited use license (not download limit based) for a year or indefinitely. The Company may also propose a different agreement that does not limit the license to use said product.

I. EVALUATION DATES

The Ceibal Center will evaluate submitted proposals on the following periods:

1st Period	2nd Period	3rd Period
February 26	July 1	October 28

Dates are subject to change at Ceibal's discretion. Any changes made will be published through Ceibal Center institutional website.

Independent of the aforementioned evaluation periods, proposals may be submitted at any point during the year after the commencement of the official register herein described.

J. RIGHTS AND INTELLECTUAL PROPERTY

Option 1: The Ceibal Center will recognize the Company as the sole proprietor of the Copyrights (Author's rights in civil law), patents, any other kind of right related to intellectual property applicable to the product, its related documents, brands, logos and other material produced by the Company within the framework of this Registry. Notwithstanding that, the Company must grant the Ceibal Center a free use, limited use, or exclusive use license to be exercised inside Uruguayan territory with the intent to publish, reproduce, distribute, realize, communicate and issue to Plan Ceibal beneficiaries and users, which is also applicable to present and future development by Plan Ceibal (creation, development) of manuals, brands, logos etc. In order to protect the aforementioned rights, the Company must commit itself to refrain from commercializing developments and associated creations (brands, logos, web sites), in Uruguayan territory without Ceibal Center's consent in which case the Company must disclose how it affects Ceibal Center's participation and finance. Likewise, in no case may the Company associate itself with developments for the Ceibal Center and for cultural purposes, with brands and/or commercial brands that link the Ceibal Center with other brands for commercial purposes, in Uruguayan territory.

Option 2:

The Ceibal Center will recognize the Company as the sole proprietor of the *authors's rights*, patents, and any other rights related to intellectual property applicable to the developments as well as documents, brands, logos and other material offered by the Company within the framework of this Registry. Notwithstanding that, the Company must indicate in its offer the type of license (limited and/or unlimited, territorial or otherwise etc.) in addition to the associated cost for each option offered.

The Company must assume full responsibility for legal actions and/or claims of any nature including but not limited to, extracontractual claims of judicial, civil, penal or administrative nature that may arise in relation to the legitimate authorship of the products/ideas proposed and the Company will also assume legal liability for damages, fines, sentences, legal fees, and any other expense that the Ceibal Center can incur as a result of a lawsuit.

K. EVALUATION CRITERIA

The following is a point by point guide to certain aspects that the evaluation will take into particular consideration:

- Adequate lettering for target audience is encouraged. Including the use of capital letters for Primary Education.
- In applications with text that isn't in all capitals letters, size 15 font and larger is suggested.
- Should the application have different translations, the Spanish translation should be in accordance with the RAE (Real Academia Española) standard.

- Language used in development can be entirely iconic, it can combine iconic language and symbols, or even iconic language, symbols and phonemes in the same work diagram.
- Content directly related to the Initial, Primary and Secondary curricula is especially valued, in particular, based on target audience age (from 4th level to 3rd grade in Primary and the Basic Education Cycle in Middle School)
- Applications designed to teach foreign languages will be especially valued (English, Portuguese etc.).
- The ability to use while offline is a plus
- Products/applications that consider Uruguayan society and other aspects of relevant Uruguayan culture.
- The council discourages the use of publicity that deviates the users away from the main objectives and intended uses the product or application was designed for.
- The application should not need additional programs to be downloaded for it to operate. In other words, the user must be able to run a single application with no additional steps or requirements in order to access the intended content.
- No application should require that the target audience, children, have to sign up, unless it is to the Ceibal database.
- The product must not suggest the purchase and/or download of another version or level, especially if it has a cost attached to it.