

JUSTIFICATION
FOR AN EXCEPTION TO FAIR OPPORTUNITY

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Acquisition Operations
Technology Acquisition Center
1701 Directors Blvd
Austin, TX 78744
2. Description of Action: The proposed action is for a brand name firm-fixed-price delivery order to be issued under the National Aeronautics and Space Administration (NASA) Solutions for Enterprise Wide Procurement (SEWP) V Governmentwide Acquisition Contract (GWAC).
3. Description of the Supplies or Services: VA requires a Cinemassive Video Wall Display System. The CineMassive turnkey solution contains a few pieces of equipment manufactured by other companies; however, this justification is for the total solution and a separate justification is not required for each component. The total estimated price of this proposed action is [REDACTED]
4. Statutory Authority: The statutory authority permitting an exception to fair opportunity is Section 41 U.S.C. 4106(c)(2) as implemented by the Federal Acquisition Regulation (FAR) 16.505(b)(2)(i)(B), entitled "Only one awardee is capable of providing the supplies or services required at the level of quality required because the supplies or services ordered are unique or highly specialized."
5. Rationale Supporting Use of Authority Cited Above: More than one awardee is capable of providing the supplies or services required, but fair opportunity is limited by restriction to a brand name. The proposed action is for a turnkey CineMassive Video Wall Display System for the Washington DC Smart Classroom facility that will feature two complete classroom setups usable in either combined or split mode. The system must allow VA operators to control audio systems, camera systems, VTC systems, and TV functions directly from a single user-interface for the local system, and for remote operator control of the Video Wall Systems located at other ITWD Smart Classroom located in Falling Waters, WV and Salt Lake City, UT. Integrated device control eliminates the need for third party device controller like Crestron, AMX or Extron, and allows the video wall control platform to manage all aspects of our Smart Classrooms. This eliminates additional points of failure and device compatibility. Changes to components within the system can easily and quickly be integrated, restoring or adding functionality, without encumbering programming cost from a third party vendor and reducing the overall downtime of the system. ITWD has experienced significant downtime in the past from system or programming malfunctions that relied on third party additions. Competing for a video wall system with third party controllers would not result in savings, and the purchase of Cinemassive brand name video wall is more advantageous to the Government.

Cinemassive Video Wall System

6. Efforts to Obtain Competition: Market research was conducted, details of which are in section 8 of this justification. This effort did not yield any additional sources that can meet the Government's requirements. However, it was determined that limited competition is viable among resellers for these brand name items. In accordance with FAR 5.301 and 16.505(b)(2), this action will be synopsized at award on the Federal Business Opportunities Page (FBO) and the justification will be made publicly available.

7. Actions to Increase Competition: The Government will continue to conduct market research to learn if there are changes in the marketplace that would enable future actions to be competed.

8. Market Research: VA technical personnel conducted market research in April-August 2017, which consisted of a review of similar video walls including BlackBox, Christie Digital Systems, and Planar Video Walls. As a result of the market research, it was determined that no other video wall provides integrated device controls. Additionally, no other products are compatible and interoperable with the existing VA infrastructure. Cinemassive significantly reduces downtime and programming malfunctions courtesy of the integrated device control which will remotely control three geographically separated video wall systems.

The Contract Specialist (CS) conducted market research in August 2017 by using the SEWP Provider Lookup tool. Additionally, a Request for Information was posted on the SEWP V website to Groups B1, B2, C, and D on August 17, 2017. Based on this market research, the CS found several resellers under SEWP capable of meeting the full requirement.

9. Other Facts: None.

