

# Notice of Intent to Certify Sole Source

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**To:** Interested Parties

**From:** Stacy Baldwin  
Agency Procurement Officer

**Date:** February 4, 2016

**Re:** Sole Source Certification Number **SS5012** for **Eye Tracking Glasses 2 (ETG2)** from **SensoMotoric Instruments (SMI)**.

**Contact Email Address:** [solesource@umc.edu](mailto:solesource@umc.edu)

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## Sole Source Certification Award Details

Regarding UMMC Sole Source Certification Number **SS5012** for **ETG2**, please be advised that UMMC intends to award the purchase of the **ETG2** to **SMI** as the sole source provider of the **ETG2**.

UMMC issues this notice in accordance with Mississippi state law, policy, and procedures for sole source procurements.

## Sole Source Criteria

1. Where the compatibility of equipment, accessories, or replacement parts is the paramount consideration (and manufacturer is the sole supplier).
2. Where a sole supplier's item is needed for trial use or testing.
3. Where a sole supplier's item is to be required when no other item will service the needs of UMMC.

## Schedule

Task	Date
First Advertisement Date	February 4, 2016
Second Advertisement Date	February 11, 2016

Response Deadline from Objectors	February 18, 2016, at 3:00 p.m. Central Time
Notice of Award/No Award Posted	Not before March 24, 2016

## Project Details

### 1. Describe the commodity that the agency is seeking to procure:

The University of Mississippi Medical Center (UMMC) and the Department of Neurobiology and Anatomical Sciences are requesting the purchase of the Eye Tracking Glasses 2 (ETG2) Wireless Analysis Pro system from SensoMotoric Instruments (SMI). This package includes the ETG2 and the BeGaze Quantitative Analysis Software (SGM). ETG2 are wearable eye tracking glasses that are designed to capture a person's natural gaze behavior and pupillary size in real-time. The data are recorded on a smart recorder for offline analysis using SGM. SGM is fully integrated with the ETG2 and aides in the design, visualization, recording and analysis of eye tracking data.

### 2. Explain why the commodity is the only one (1) that can meet the needs of the agency:

The Clinical Anatomy Division of the Department of Neurobiology and Anatomical Sciences has faculty whose main responsibilities are to conduct scholarly teaching and to produce teaching scholarship. The type of research questions that the department would like to address requires the use of wearable eye tracking equipment. Specifically, we would like to conduct research that requires the participant to be completely mobile while examining anatomical material in a variety of modalities and contexts. This includes viewing and dissecting cadaveric material within the gross anatomy laboratory, examining radiological images either on film or on a computer monitor for identifying pathologies, viewing test-taking behaviors either in a laboratory setting or on a computer, and viewing 3D anatomical images within our existing 3D anatomy theater. This requires the use of a wearable eye tracking system that has the hardware and software capable of acquiring and analyzing data suitable for academic research and publication in high-impact and peer-reviewed journals.

The ETG2 are the only wearable eye tracking glasses that provide the specific features that are needed to conduct our research. For example, ETG2 auto-calibrate and provide 60Hz binocular tracking, which allows for high resolution and real-time parallax correction for fixation accuracy at all depths. ETG2 contain a high definition scene camera with wireless live capabilities for observing and annotating streaming data. It is capable of real-time software development kit (SDK) triggering and data streaming for multi-system integration, which makes the communication with and/or the synchronization between other systems possible. In terms of the software, the SGM is the only software that uses fixation data as a basis for analysis rather than a frame-by-frame analysis, thus significantly reducing analysis time in dynamic environments. The requested Pro package comes with the Semantic Gaze Mapping module (SGM) for data aggregation across multiple participants, which makes possible statistical comparisons of areas-of-interest between subjects, which will be extensively employed in our experimental designs.

In addition, SMI provides a versatile system that other companies do not offer. For example, SMI has the capability of integrating with systems currently used by our collaborators, and SMI also offers modules that can be purchased in the future for integration with additional systems. For example, our collaborators currently use Biopac Systems, Inc. for monitoring human physiological signals, and SMI has worked with this company to provide seamless integration of these two systems. Likewise, separate collaborators have an Emotiv electroencephalography (EEG) system, and SMI offers an Emotiv EEG package that can be purchased at a future date. SMI also offers a 3D stereoscopic vision module and an optical head tracking module that would be essential when integrating this eye tracking system with our existing 3D anatomy theater in the future. In other words, in addition to the exclusive features that SMI offers, SMI also offers the possibility for collaborations that other systems cannot or do not provide.

**3. Explain why the source is the only person or entity that can provide the required commodity:**

SMI is the only company that sells ETG2 and SGM in the United States, which as stated above, are the only hardware/software packages that include the features mentioned above that will allow us to carry out our research. See supporting letter from **SMI**, Attachment A.

**4. Explain why the amount to be expended for the commodity is reasonable:**

The product will be used on a daily basis for collaborative research throughout the medical center, including for basic and clinical scientists. This product comes with a 12 month limited warranty. Software updates and technical support are provided by SMI and discounted prices are offered for hardware upgrades and significant software changes. The estimated amount to be expended is for the purchase of the **ETG2** is \$32,950.

**5. Describe the efforts that the agency went through to obtain the best possible price for the commodity:**

Through market intelligence, UMMC was able to negotiate best pricing for these products. All applicable discounts were explored and applied. In review of market intelligence, this amount is within the expected price range for these products.

### **Submission Instructions and Format of Response from Objecting Parties**

Interested parties who have reason to believe that the **ETG2** (hereafter, “Products”) should not be certified as a sole source should provide information in the Vendor Form for the State to use in determining whether or not to proceed with awarding the sole source to **SMI**. The Vendor Form may be found at

<http://www.dfa.state.ms.us/Purchasing/documents/ObjectiontoSoleSourceDetermination.pdf>.

Objections must include the certification in Attachment B.

Comments will be accepted at any time prior to Thursday, February 18, 2016, at 3:00 p.m. (Central Time) to [solesource@umc.edu](mailto:solesource@umc.edu). Responses may be delivered via email to [solesource@umc.edu](mailto:solesource@umc.edu). UMMC WILL NOT BE RESPONSIBLE FOR DELAYS IN THE DELIVERY OF RESPONSES. It is solely the responsibility of the Interested Parties that responses reach UMMC on time. Responses received after the deadline and responses that lack all required information will be rejected. UMMC reserves the right to inspect Interested Party's commodity for comparison purposes.

If you have any questions concerning the information above or if we can be of further assistance, please contact [solesource@umc.edu](mailto:solesource@umc.edu).

Attachment A: Vendor Correspondence

Attachment B: Objection Certification

Attachment A



November 13, 2015

To whom it may concern:

SMI, inc, based in Boston, Massachusetts, is a subsidiary of SMI GmbH in Teltow, Germany, and the only distributor of SMI products in the USA and Canada.

All SMI research eye tracking systems sold in either country are sourced by SMI, inc. This includes the ETG, ET-HMD (Oculus DK2 integration), REDn, REDm, RED250mobile, RED250, RED500, HS Primate, iView MRI, and Hi-Speed product lines.

Please feel free to contact us if there are any questions or concerns.

Sincerely,  
SensoMotoric Instruments, Inc.

  
A. Mark Mento  
Director

Attachment B

**SUBMITTED IN RESPONSE TO  
Sole Source Certification No. SS5012  
Accepted until February 18, 2016, at 3:00 p.m.**

I certify that the information contained in this objection is true and accurate to the best of my knowledge. I understand that UMMC will investigate all statements made in this objection and that any false or misleading information provided may result in adverse action.

\_\_\_\_\_  
Objector Name  
Objector's title

\_\_\_\_\_  
Date