

PROPOSAL — DIGITAL INTERPRETATION PROGRAMME

In response to RFP: SANMMH-BDT/RFP/2026/11

25-Object AR Video and Mobile Audio-Guide Programme

Prepared for:	Mr G. Davies, Trust Secretary — SANMMH Building & Development Trust
Project site:	Ditsong National Museum of Military History, Saxonwold, Johannesburg
Prepared by:	Karl Tischlhauser, Managing Director — Zandtbox (Pty) Ltd
Date:	19 October 2026
Reference:	ZTX-2026-006
Quotation valid:	30 calendar days from the submission deadline (26 October 2026)

1. Our Approach

Zandtbox proposes delivering SANMMH's digital interpretation vision for the Vehicle Hall through a QR-code-driven, installable progressive web application (PWA) on a Trust-owned subdomain, in place of a native app — the same AR-style interpretive video and per-exhibit audio-guide content for 25 exhibits, on a lighter, Trust-owned delivery layer.

Our approach is built around one principle: every visitor — young or old, tech-confident or not — should be able to use this without a hurdle in the way. Visitors simply scan an exhibit's QR code with their phone's own camera or type the printed link into any browser; nothing to download, no account to create, no app-store friction. Keeping the experience this simple and intuitive is what lets it reach the widest possible cross-section of the Museum's visitors, young and old alike, rather than only those comfortable installing a dedicated app.

This approach is consistent with the Trust's own 2026–2030 Digital Interpretation & Digitisation Strategy — its emphasis on platform independence, use of visitors' own devices, QR-code-based access, and measurable visitor analytics all point toward exactly this kind of delivery layer. The guide already logs anonymous scan, view and language events, and an optional museum-manager dashboard (Section 7) surfaces these as foot-traffic, rating and language insights. Pricing in Section 4 follows the comparable schedule set out in RFP Section 5, using the same 25 objects and one-filming-day base specified there.

2. Proposed Method & Timetable

Subject to appointment and timely Museum/Ditsong input, Zandtbody proposes the following indicative eight-week programme:

- Week 1: Discovery and content planning — confirm the 25-object list, agree the script-and-approval workflow with Museum/Ditsong representatives, and schedule the on-site filming day.
- Weeks 1–2: On-site filming and photography (A2) — one full day, covering all 25 objects with camera equipment on site.
- Weeks 2–5: Video production and narration (A1, B2) — interpretive video editing with English voice-over, and the 25 individual audio-guide entries (script, voice-over, import), produced in parallel using Zandtbody's existing automated video-production pipeline.
- Weeks 2–5: PWA build-out (B1) — production-hardening and deployment of Zandtbody's existing working prototype to the Trust's chosen subdomain, with content integration, QR signage generation, and an accessibility pass.
- Weeks 5–6: Museum/Ditsong review — the Museum's own team fact-checks and approves all 25 object entries, factual content and scripts; revisions as required before publication.
- Weeks 7–8: QA, go-live, and handover — final technical testing across devices by Zandtbody, go-live on the Trust's subdomain once the Museum's team has signed off content accuracy, and a handover record (per RFP Section 3) covering what was supplied, how visitors access it, and which continuing charges apply.

The named project manager and delivery/acceptance process are set out in Section 9.

This timetable assumes timely object-selection confirmation and content approval from the Trust/Ditsong at each gate above; delays here extend the programme on a day-to-day basis.

3. Capability Demonstrations & Supplier Evidence

Per RFP Section 4, Zandtbody already has working, demonstrable material for both principal components — this is not a hypothetical build.

Required demonstration	Zandtbody response
AR / video demonstration	"Messerschmitt Bf 109 E-3" interpretive film (~60s), produced using the Museum's own aircraft and plaque story, with English narration. Visitors activate it by scanning the exhibit's QR code with their phone's own camera or in-browser scanner — no app install required. Supplied as an accompanying video file with this submission; an early-production sample, not the finalised version.
Mobile application demonstration	Working prototype of the QR-scan-to-video progressive web app, showing exhibit selection and narration playback, language selection, and installable, add-to-home-screen behaviour. Supplied as a short screen-recording and screenshots with this submission — an early-stage build, not the finalised version.
English narration sample	Included within the AR/video demonstration above (professional English voice-over).
Supplier evidence	Company profile below. Reference clients include SkillzBook, Eshybrand, Afrilean and Disclosure, spanning custom websites, standard Moodle-platform implementations and bespoke builds — supporting reference letters from SkillzBook, Eshybrand, Brilliant Skills Development and JH Holdings are enclosed with this submission; a full Zandtbody company profile is also enclosed.

Company profile

Zandtbox (Pty) Ltd is a Johannesburg-based AI and technology solutions company, operating across the private post-school education and training (PSET) sector and into adjacent digital-interpretation and public-engagement work. Zandtbox builds and maintains its own web platforms, learning-management and content systems, and automated video-production tooling, and delivers them directly rather than through subcontracted development.

Relevant previous work includes learning-management-system implementations for multiple training providers, a branded digital-registers product with QR-based access, and the automated video-production pipeline reused for this programme's exhibit films.

4. Pricing Schedule — Initial 25-Object Programme

Quoted in South African rand. Zandtbox (Pty) Ltd is not currently a registered VAT vendor, so no VAT is added to the prices below. This is the mandatory comparable schedule requested in RFP Section 5, using exactly 25 exhibits and one filming day as the base.

Code	Service / unit	Qty	Unit price (R)	Total (R)
A1	60–90s AR video with English voice-over, per video	25	500.00	12,500.00
A2	On-site filming & photography incl. equipment (all inclusive)	1	10,000.00	10,000.00
B1	Mobile audio-guide application infrastructure build, once-off	1	30,000.00	30,000.00
B2	Exhibit entry incl. script, voice-over and import, per exhibit	25	2,500.00	62,500.00
C1	App Store annual maintenance & management, year 1	1	N/A — no App Store	0.00
C2	App maintenance support / change retainer, year 1	1	17,000.00	17,000.00
C3	Project management, once-off	1	10,000.00	10,000.00
	TOTAL INITIAL PROGRAMME (before VAT)			142,000.00
	VAT (where applicable)			0.00
	TOTAL INITIAL PROGRAMME (including VAT)			142,000.00

C1 is marked not applicable because the proposed delivery is a web application with no App Store presence — this removes an annual cost line entirely rather than discounting it.

VAT is marked not applicable because Zandtbox (Pty) Ltd is not currently a registered VAT vendor; no VAT is charged, and the total above is the full and final amount payable.

Coordination, approvals and operational costs for the programme — including hosting, video-delivery bandwidth, and the Kids' "Collect Them All" mode described in Section 7 — are carried within B1, B2 and C2 above, keeping the once-off project-management fee (C3) to a minimum.

5. Payment Tranches

Payable in four equal milestone-based tranches against the once-off total in Section 4, aligned to the timetable in Section 2:

#	Milestone	% of total	Amount (R)
1	On signed acceptance of this proposal — project mobilisation	25%	35,500.00
2	On completion of on-site filming (approx. Week 2)	25%	35,500.00
3	On delivery of all 25 video and audio-guide entries for Museum/Ditsong review (approx. Week 6)	25%	35,500.00
4	On go-live and handover (approx. Week 8)	25%	35,500.00
	TOTAL	100%	142,000.00

The annual retainer (C2) is invoiced separately, in advance of each 12-month period following go-live.

6. Separate Price & Exclusions Disclosures

The following is not part of the base comparison above, but is disclosed per RFP Section 5 so the Trust can assess the full cost of ownership.

Item	Bidder response / price
Discounted filming rate for 3+ full days	R10,000 per full day; flat rate with no additional discount for 3 or more days (one filming day is anticipated for all 25 objects)
Estimated additional filming days needed, if any	None anticipated. All 25 initial objects are static, in-situ exhibits — one day with efficient scheduling is expected to suffice. Any overruns will be covered by Zandtbox
Annual recurring costs from year 2 — C1 and C2, separately	C1: R0.00 (not applicable — no App Store presence). C2: R17,000.00/year (flat, same rate as year 1)
AR activation / platform hosting / licence, if not included	Included within the Mobile Application Infrastructure Build (B1) above — hosting and video-delivery bandwidth are covered at no separate charge to the Trust
Other app stores, hosting, domain, service or third-party charges	Subdomain DNS/SSL setup is included in the B1 once-off fee, provided the Trust/Ditsong control the parent domain and can create the subdomain record. English voice-over licensing for the 25 objects is included in A1/B2 above
Items expressly excluded, or dependent on Museum input	Required but excluded: final rights clearance of any archival imagery used in production, where Zandtbox-sourced stock stills are swapped for Museum-supplied or public-domain imagery ahead of public release. Dependent on Museum input: object-selection confirmation, factual content/script approval and Ditsong sign-off
Optional enhancements offered, each separately priced	See Section 7 below

7. Optional Enhancements

The following are clearly optional and are not substituted for, or blended into, the comparable base proposal above.

Enhancement	Price	Status
Kids' "Collect Them All" mode + completion certificate — children scan all 25 exhibit QR codes during a visit and receive a printable/digital certificate on completion	Included	Optional, no charge
YouTube sustainability channel — all 25 videos republished with an added closing segment inviting viewers to visit in person; supports ad-revenue eligibility and drives footfall	Included	Optional, no charge
Museum-manager analytics dashboard — a private staff view of foot traffic (scans and views per exhibit, busiest periods), language mix, film-completion and engagement, plus visitor exhibit ratings (“rate your favourite exhibit”).	Included	Basic analytics + ratings included
Visitor marketing opt-in — optional, consent-based email capture for museum news and events; off by default and POPIA-compliant.	On request	Optional, separately priced

8. Assumptions & Exclusions

- The Museum/Trust supplies or approves the object list, factual plaque/exhibit content, and any archival stills or footage used, and gives timely sign-off at each review gate in Section 2.
- Content, data and the Museum/Ditsong's own branding remain the Trust's and Ditsong's property. The PWA's production files and source code are handed over to the Trust on final payment — a Trust-owned platform, with no vendor lock-in.
- AR content is delivered as QR/web-triggered interpretive video, not camera-overlay marker-based AR — this is Zandtbox's proposed means of activation, and is disclosed here as requested in RFP Section 2(A1).
- Zandtbox's prototype also demonstrates dubbed English, Afrikaans and isiZulu narration — the three official South African languages with a native neural voice available — with subtitles achievable in the remaining eight (isiXhosa, Sesotho, Sepedi, Setswana, Xitsonga, siSwati, Tshivenda and isiNdebele), covering all 11 official languages, plus dubbed international/tourist languages on request. None of this is part of the 25-object/English base price; machine-generated scripts and subtitles require native-speaker review before public use, and are quoted separately on request.
- Visitor data and analytics: foot-traffic analytics are anonymous and aggregate; any visitor-contact capture for marketing is opt-in, consent-based and POPIA-compliant — no personal data is collected without the visitor’s consent.
- This proposal is strictly limited to the initial 25-object programme. Subsequent exhibits, additional languages, archival digitisation, 3D modelling and wider museum expansion are excluded, consistent with RFP Section 7.
- Zandtbox (Pty) Ltd is not currently a registered VAT vendor; no VAT is charged on this quotation, and the price above is the full and final amount payable.
- This quotation is valid for 30 calendar days from the submission deadline (26 October 2026), per the RFP's administrative information.

No appointment, filming, installation or publication will be undertaken without the Trust's prior written authorisation.

9. Named Contact Responsible for Delivery

Karl Tischlhauser, Managing Director, Zandtbody (Pty) Ltd, is the named project manager and single point of contact for this programme — responsible for delivery, approvals coordination, and the handover described in Section 2.

Karl@zandtbody.com | 071 365 1022

10. Bidder Declaration

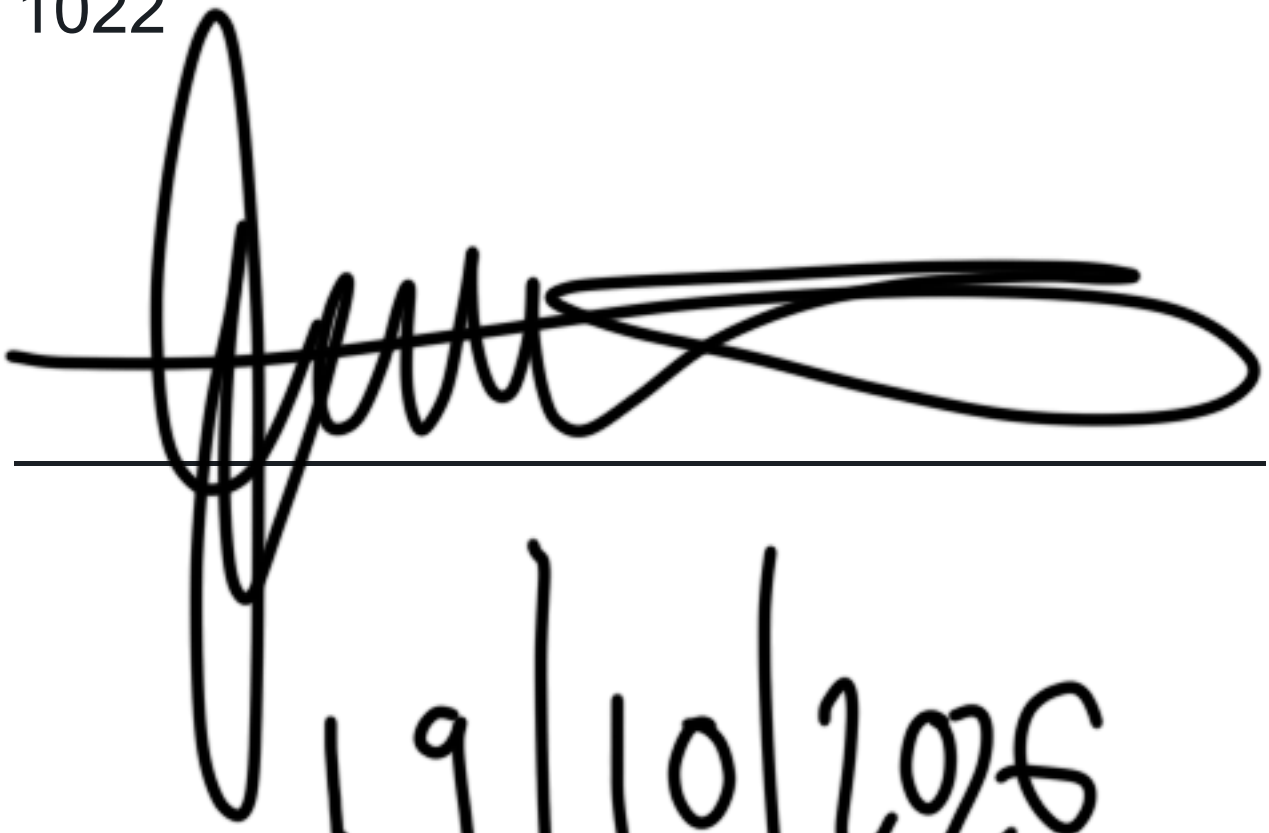
We confirm that the prices and demonstrations submitted represent the scope and disclosures described in RFP SANMMH-BDT/RFP/2026/11.

Business name: Zandtbody (Pty) Ltd

Contact: Karl Tischlhauser — Karl@zandtbody.com — 071 365 1022

Authorised signatory:

Date:


19/10/2026