

751784-2025 - Result

Ireland – Multimedia Message Service (MMS) services – Shackleton Multimedia Guides
OJ S 219/2025 13/11/2025
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Kildare County Council_385

Email: procurement@kildarecoco.ie

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Shackleton Multimedia Guides

Description: Athy Heritage Centre is undergoing a re-design, which will see it placed as the worlds only visitor experience dedicated to Ernest Shackleton, iconic Kildare born polar explorer. As part of the project Kildare County Council would like to include a mobile device /tablet tour to cater for domestic and international visitors.(6 languages 3,600-word audio narrative in English, Irish, French, German, Italian, Spanish) as well as a specific children's tour (English only, 1,200 words - largely image based). Entitled 'Shackleton: Explore More', the multilingual audio narratives should also be made available free of charge for the visitors through a web app for visitors wishing to use their own devices (with the exception of the AR functionality). The English script as well as imagery to be used for the illustration of the audio tour(s) on the screen will be provided to the winning tenderer by the contracting authority. The CMS should allow for additional images and video clips to be added under each stop in the future.

Procedure identifier: 23d8eeb7-a921-4662-9584-7c0dcc35a92f

Previous notice: 9051948a-d0e1-4978-a594-8e8667c1e315-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 64212300 Multimedia Message Service (MMS) services

Additional classification (cpv): 72212520 Multimedia software development services, 32322000 Multimedia equipment

2.1.2. Place of performance

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 100 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Shackleton Multimedia Guides

Description: Athy Heritage Centre is undergoing a re-design, which will see it placed as the worlds only visitor experience dedicated to Ernest Shackleton, iconic Kildare born polar explorer. As part of the project Kildare County Council would like to include a mobile device /tablet tour to cater for domestic and international visitors.(6 languages 3,600-word audio narrative in English, Irish, French, German, Italian, Spanish) as well as a specific children's tour (English only, 1,200 words - largely image based). Entitled 'Shackleton: Explore More', the multilingual audio narratives should also be made available free of charge for the visitors through a web app for visitors wishing to use their own devices (with the exception of the AR functionality). The English script as well as imagery to be used for the illustration of the audio tour(s) on the screen will be provided to the winning tenderer by the contracting authority. The CMS should allow for additional images and video clips to be added under each stop in the future.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 64212300 Multimedia Message Service (MMS) services

Additional classification (cpv): 72212520 Multimedia software development services, 32322000 Multimedia equipment

5.1.2. Place of performance

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

5.1.3. Estimated duration

Duration: 6 Months

5.1.5. Value

Estimated value excluding VAT: 100 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria**Criterion:**

Type: Quality

Description: quality @60%

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 60

Criterion:

Type: Price

Description: price @40 %
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 40

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Kildare County Council_385

Organisation providing more information on the review procedures: The High Court of Ireland

6. Results

Value of all contracts awarded in this notice: 94 406,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Smartify CIC

Tender:

Tender identifier: 000093620

Identifier of lot or group of lots: LOT-0001

Value of the tender: 94 406,00 EUR

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 430743

Date of the conclusion of the contract: 03/06/2024

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 5

8. Organisations

8.1. ORG-0001

Official name: Kildare County Council_385

Registration number: 0013247i

Postal address: Kildare County Council, Head Office Áras Chill Dara, Devoy Park, Naas, Co. Kildare.

Town: Naas

Postcode: W91 X77F

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

Email: procurement@kildarecoco.ie

Telephone: 0035345980200

Internet address: <http://www.kildarecoco.ie>

Buyer profile: <http://www.kildarecoco.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Smartify CIC

Size of the economic operator: Micro, small, or medium

Registration number: 09903509

Postal address: 12 Frobisher Road

Town: London

Postcode: N80QS

Country: United Kingdom

Email: christopher@smartify.org

Telephone: +491737630224

Internet address: <http://smartify.org>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0004

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 74d494fe-32d2-441d-b38b-1ed3b3db5ccd - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 12/11/2025 09:06:49 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

Notice publication number: 751784-2025

OJ S issue number: 219/2025

Publication date: 13/11/2025