



EUROPEAN CENTRAL BANK

EUROSYSTEM

25 November 2008

## **MARKET SURVEY – PROVIDERS OF AN HDA AVATAR**

**(Ref.: 9582/CO/PAL/2008)**

The ECB is seeking companies that wish to participate in a procurement procedure for a Human Digital Assistant (HDA) avatar for multi-modal, multi-channel, self-service and customer care.

The following minimum requirements will be established for the procurement:

- The HDA is for integration in ECB webpages, allowing customer interaction and providing a life-like, self-service customer experience.
- High quality, real-time animation, 3D rendering and state-of-the-art voice synthesis are needed to deploy life-like assistance on web portals, mobile phones, ip-set top boxes and kiosks.
- The ECB should be able to use the avatar in any way it desires without having to rely on support from or having to obtain the permission of the supplier.
- An interface should allow the ECB to input HDA text and animation codes and to download a flash video that can be easily integrated into webpages.
- In addition, the interface should allow the ECB to easily manage all produced video output, as well as to recall text and animation codes in order to ease maintenance and the production of new videos.

If your company is in a position to deliver the above-mentioned software and wishes to be invited to participate in a procurement procedure, please contact us by e-mail at [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu) quoting the above reference number by 12 December 2008.