|  |  |  |
| --- | --- | --- |
|  |  |  |
|  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | | | | | |  | | | | | |  | | |  | |  |  |  | | |  |  |  | | --- | --- | --- | |  |  |  | | |  |  |  | | --- | --- | --- | | **Kontakt na odběratele:** |  | | | **Jméno:** | |  | | **Telefon:** | |  | | **Fax:** | |  | | **E-mail:** | |  | |  | |  |  |  | | --- | --- | --- | | **Název a adresa dodavatele:** |  | | | **Dodavatel:** | | Mladá fronta a.s. | | **IČ:** | | 49240315 | | **Adresa:** | | Mezi Vodami 1952 | |  | | 14300 Praha 4 | | |  |  |  | |  |  |  |  |  | | | | | | | | | | | | | |  | |  | | | | | |  | | | | | |  | | |  | |  |  |  | |  | | | | | | |  |  | | --- | --- | |  |  | |  | |  |  | | --- | --- | | **Číslo objednávky:** | INOB201901797 | | |  |  | |  |  |  |  |  | | | | | | | | | |  | | | | | |  | | | | | |  | | |  | |  |  |  | |  | | | | | |  | | | | | |  | | |  | | |  |  |  | | --- | --- | --- | | **Objednáváme toto zboží/služby:** |  | | | Vytvoření video prezentace českých produktů pro prezentaci v zahraničí |  | | |  | |  | | **Specifikace:** |  | | | Vytvoření video prezentace českých produktů, která bude vhodná pro využití především na výstavách, veletrzích a prezentacích, a u které bude možné jazykové mutace tvořit jednoduše za pomocí titulků. Modulový charakter videa umožňuje jeho modifikaci a tím cílení na různé trhy a spotřebitele. Jako první je požadováno video určené pro prezentaci českých produktů v Čínské lidové republice. Požadovaný rozsah: max. 2 minuty. Struktura videa: Video prezentace České republiky se zaměřením na konkrétní produkty. V rámci videa má být představena Česká republika jako atraktivní země, ve které vznikají kvalitní produkty, které stojí za to kupovat. Ve videu budou zapracovány i případné podklady od vybraných firem. Pokud budou firemní materiály nedostatečné, dodavatel zajistí natočení a střih vytipovaných produktů. Výsledné video by mělo kombinovat letecké záběry, dynamickou hudbu a doprovodnou 3D grafiku. Požadovaný formát zpracování: mp4 Celková cena: 100.000 Kč bez DPH zahrnuje všechny níže uvedené činnosti dodavatele. Dodavatel zajistí: • personalizaci Storyboardu pro verzi videa pro ČLR • zhodnocení dodaných firemních videí z pohledu jejich estetické a technické kvality • rešerši vhodných záběrů v komerčních videobankách (mimo videobanku zadavatele) • zakoupení případných vybraných chybějících záběrů z těchto videobank • profesionální studiové natočení záběrů produktů, jejichž dodané záběry neměly odpovídající kvalitu • výběr vhodného hudebního doprovodu a zakoupení licence pro užití • kompletní zpracování, střih a postprodukci výsledného videa • předání videa zadavateli v požadovaném formátu videa |  | | |  | |  | | **Předpokládaná cena (vč. DPH):** | | 121 000,00 Kč | | **Termín dodání:** | | 30.10.2019 | | **Místo dodání:** | | Dittrichova 21, Praha 2, CZ - Česká republika | | **Způsob úhrady:** | | bankovním převodem | | **Potvrzení objednávky:** | | faxem nebo e-mailem | |  | |  | |  |  | |  | | | | | |  | | | | | |  | | |  | |  |  |  | |  | | | | | |  | | | | | |  | | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | | | | |  |  |  |  | |  | | | | | Datum |  | Razítko a podpis odběratele |  | | Objednávku akceptujeme v celém jejím znění |  |  |  |  | | | | | |  | | | | |  |  |  |  | |  | | | | | Datum |  | Razítko a podpis dodavatele |  | |  | |  |  | |  | | | | | |  | | | | | |  | | |  | |  |  |  | |  | | | | | |  | | | | | | |  | | --- | | **Pokyny pro dodavatele:** | | Na faktuře vždy uvádějte **číslo objednávky**. Pokud nejste plátci DPH, na faktuře uveďte: Nejsme plátci DPH. V daňovém dokladu vždy uvádějte číslo příslušné zálohové faktury. | |  |  | | | |  |  | | |  |
|  |  |  |