

Subj: BRAND NAME MEMORANDUM TO ACQUIRE OUTLAND CAMERA COMPONENTS

1. Identification of the agency and the contracting activity, and specific identification of the document as a “Brand Name Justification.”

This is a brand name justification. Contracting activity is the Naval Sea Systems Command, Naval Surface Warfare Center, Panama City Division (NSWC PCD), 110 Vernon Avenue, Panama City, FL 32407-7001.

2. Nature and/or description of the action being approved.

This action will award a firm fixed price purchase order, on a brand name basis to the best-qualified authorized reseller of Outland Technology products (CAGE 0RAP1), to acquire a hyperbaric cameras and ancillary parts for use at the Navy Experimental Diving Unit (NEDU). This equipment is required for upgrading hyperbaric test equipment, facilities atmospheric control, life support and physiological systems.

3. A description of the supplies or services required to meet the agency’s needs. (including the estimated value). The contract effort is to acquire the following:

Part Number	Description	Quantity
UWC-330/SS	HD Color Camera - NTSC	6
C2303-CUSTOM	20ft cable, RMK-5-FS w/LS on wet end, bare wire on topside	6
UWL-401	24VDC LED Light, Anodized Aluminum	4
C2303-CUSTOM	20ft cable, RMG-3-FS w/LS on wet end, bare wire on topside	2
CU-3200	Camera power supply, for use with most cameras and LED Lights, 19" rack, 1u high.	1
SHIPPING	Shipping/handling/surgcharges to: 321 Bullfinch Road, Panama City, FL 32407	1

This acquisition will be conducted using simplified acquisition procedures. The Government's minimum needs have been verified by the certifying technical and requirements personnel. This memo does not authorize acquisition for other requirements. This acquisition will be conducted using simplified acquisition procedures with a total dollar value above micro-purchase levels, but not exceeding the simplified acquisition threshold of \$250,000.00.

4. Identification of the justification rationale (see FAR 8.405-6(a) and (b)) and, if applicable, a demonstration of the proposed contractor's unique qualifications to provide the required supply or service.

The Outland Technology cameras and components are comprised of commercial hardware, integrated and configured specifically for use with current NEDU hardware and software systems. The cameras and components specified provide the means to integrate with already in place systems and software for NEDU N31 hyperbaric chamber systems. These components provide the digital outputs required to interface with laboratory data acquisition systems. These components meet the high-pressure requirements for use inside the hyperbaric chambers. The cameras and components identified meet the specific needs of NEDU. Therefore, it is imperative Outland Technology brand components are used.

As such, the Government does not expect significant savings through full and open competition and does expect significant and unacceptable delays that will negatively impact this requirement. Therefore, it is in the Governments' best interest to acquire the Outland Technology brand.

5. A determination by the ordering activity contracting officer that the order represents the best value consistent with FAR 8.404(d).

The Contracting Officer has determined that the order represents the best value and results in the lowest overall cost alternative (considering price, special features, administrative costs, etc.) to meet the Government's needs.

6. A description of the market research conducted among schedule holders and the results or a statement of the reason market research was not conducted.

For the reasons specified in paragraph 4 above, Outland Technology is the only brand that can meet the Government's needs. This requirement will be synopsized in the government point of entry SAM.gov.

7. Any other facts supporting the justification.

None

8. A statement of the actions, if any, the agency may take to remove or overcome any barriers that led to the restricted consideration before any subsequent acquisition for the supplies or services is made.

As stated in paragraph 4 above, Outland Technology is the only brand that can meet the Government's needs.