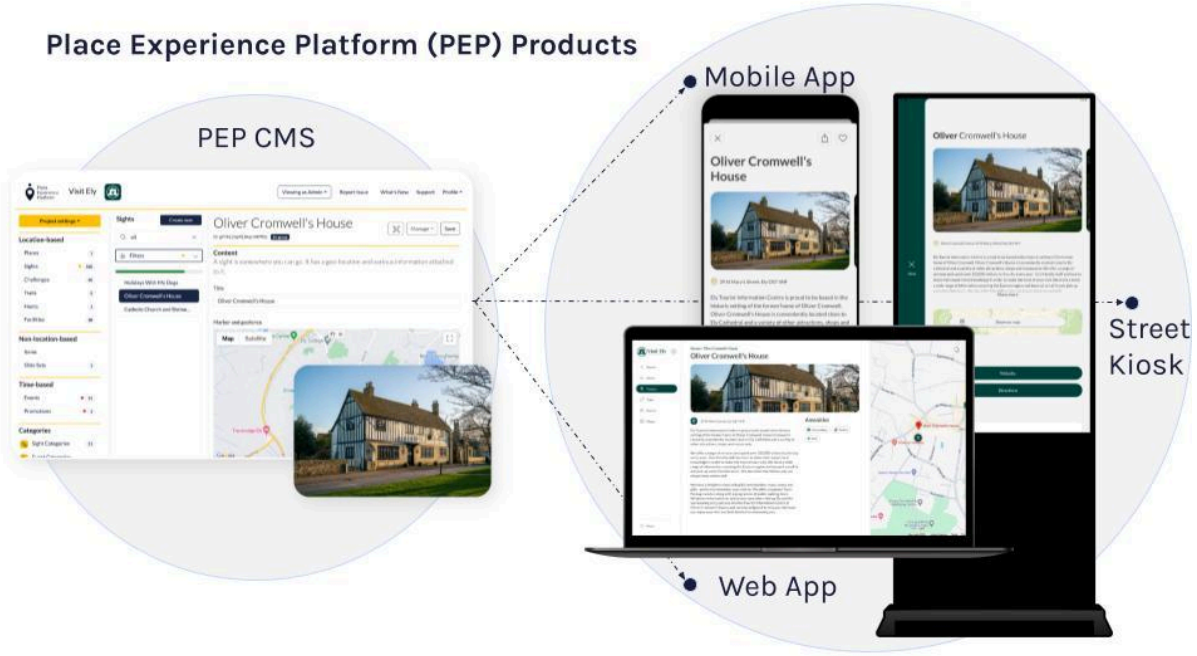
hello@calvium.com
+44 (0)117 226 2000

Place Experience Platform Pricing Document



Product Pricing Table

PEP Products	Mobile Only	Web Only	Mobile + Web	All
CMS	✅	✅	✅	✅
Mobile App	✅		✅	✅
Web App		✅	✅	✅
Street Kiosk				✅
Year 1 Price (ex VAT)	**£24,999**	**£24,999**	**£29,999**	**£39,999**
Annual SLA	£5,000	£5,000	£8,500	£15,000

Prices effective from 1 November 2025.

Company Registration No: 07055812
VAT registration No: 112476634
Registered office: Dean House, 94 Whiteladies Road, Clifton, Bristol, England, BS8 2QX

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Features included in the Year 1 Price

Headline features	Limits
Multiple places. If your organisation is responsible for a number of different towns, campuses or attractions, our multi-place package can scale to suit your needs.	10 Places
Initial SLA for 12 months (see below for what is covered)	4 seats
Accessible Interface. Designed to Accessibility WCAG 2.2 AA guidelines, an international standard that enables as many people as possible to enjoy your visitor experience product.	✔
Analytics dashboard. Track usage of each feature to find out what content and places your visitors really love.	✔
Location aware content. As a visitor walks along a themed route, audio stories about the place play in the app. The nearest sites of interest are displayed in a personalised feed.	✔
Themed routes. Crafted **trails** tell the stories of a destination and take visitors to the types of places they desire. Heritage, Healthy Places, Accessible Trails… there's no limit to the ways that a place can reveal itself.	✔
Sites of interest. Text, images and audio provide rich storytelling that brings each location to life. Site-specific content, such as opening times and visitor information, ensures that up-to-date information is at hand.	✔
Events. Show visitors nearby upcoming events they can book and let the app notify them when it is about to start.	✔
Scavenger Hunt. Similar to trails but with additional features to support the mission to find all of the items in the hunt.	✔
Search. Enables visitors to effortlessly find sights, trails, and hunts tailored to their preferences.	✔
Training workshop and online documentation	✔

Enhancements Table

Calvium develops trusted relationships with all of our clients so that we can continuously gather feedback and requests to shape the product roadmap. As a client you will receive early access to new features or functionality we develop so that you can plan your own update strategy to ensure that your chosen product mix adapts to consumer trends. You will automatically benefit from enhancements we make to the core product as part of the annual licence fee summarised in the recurring costs section. In addition we have some premium features which you can choose as options

Below are some of the premium features which you may be interested in to enhance and extend the functionality of your product.

Premium Feature	Price
Augmented Reality (AR) Scavenger Hunt. Calvium will enable you to create AR Scavenger Hunts in all of your destinations with sets of themed AR models for example, Ghosts for Halloween, Easter eggs, butterflies etc.	£3,000 per trail
Custom maps. Calvium will create a set of map tiles based on your own map image of your place. It could be a historic map image, your own branded map image or a specialist image. This means the user can toggle between standard Google map view and your own custom map.	£3,000 per map
Multi-language manual translation. Whilst automatic language translation is available in Chrome and through plug-ins for other browsers the results can be sub-optimal and will not cover audio narrative. Calvium will enable you to add up to five European language translations to your app in the PEP CMS. This means the user can read or listen to their app in the language of their choice.	£3,000 for maximum of 5 European languages £500 each for additional European languages
Bespoke integrations or feature development. Our highly skilled team is able to create custom integrations or new features. Costs will be calculated based on a blended day rate of £800 (£107 per hour).	Time and materials

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Annual Service Level Agreement (SLA)

An initial SLA of 12 months is included for the first year. It begins when the first user training session is completed.

At the end of the initial 12 months an SLA needs to be purchased annually at rates shown in the pricing table above.

The SLA covers the following :

Service	Service Description	PEP Products
PEP licence	Licence to use the PEP CMS; a cloud hosted, managed and maintained headless content management system. The following limits apply : ○ 2 Administrators for the whole account ○ 2 Editors per town ○ 10 Contributors per town.	All
PEP Cloud Content Hosting	The provision, management and system administration of your content hosted on the PEP server. With sufficient throughput to ensure a quick and reliable download experience**.**	All
Web App Google Maps API Fees	Google Maps API Fees limited to a maximum spend quota of £300 a month See additional information below	Web App
Mobile App hosting	Calvium publishes your mobile apps on our professional Apple and Google developer accounts freeing you up from additional IT management overhead	Mobile Apps
Minor Fixes	Calvium will reserve a maximum of 50 hours per year to address any administrator reported issues and check the **progressive web application** on supported browsers. We will notify the administrators of remaining support hours in case additional support time needs to be purchased through a change request.	All

Additional information

- Additional places can be added to the PEP CMS at a cost of £1,000 plus VAT per place
- User seats can be added if quotas are reached at an indicative cost of £1,000 for 100 Contributor seats
- Google maps is **not free** to use in web applications in this context (rich, interactive filterable maps). Google charges for the feature on a per-usage basis. We will set a maximum spend quota of £300 a month (included in the SLA costs) which at the time of writing will provide around 60,000 map loads and 200k map tile requests. We will monitor this cost and in the unlikely event it looks likely to go over we will contact you to determine if you wish to increase the quota (additional cost applies). Calvium does not charge an administration fee or percentage for any quota increases.

Cost Exclusions

For the avoidance of doubt, the following costs are excluded from the quote and if required would need to be covered in a change request:

- End user support
    - Your staff will be trained to provide first line support to users with a login to the PEP CMS. Any issues requiring second level support can be raised in the online issue management system.
    - Calvium provides second line support to the client administrator to address technical faults and user login administration.
- Management and support for adding and training new users/contributors when the project is complete. Ongoing training would become the responsibility of the Councils when in Business As Usual. We will record training sessions so that they are available for reference.
- Domain costs and management
    - Costs for purchasing and annual renewal of a new domain for the web app if required. We are assuming that most clients would adjust or reuse their main website domains.
- Font licence costs
    - Calvium assume a freely available web font will be used for the web app
- Media licence costs
    - Calvium assume any original media materials will be created and be royalty free

- Cost of any legal advice
    - Calvium assume legal terms can be based on our standard template and the client will approve the wording OR provide their own
- Travel expenses for meetings
    - Calvium assumes meetings and training sessions can be conducted virtually.

Invoicing

The first annual invoice will be issued upon commencement of the contract, subsequent invoices on licence renewal.

Ordering

Contact Calvium to order, please email: **hello@calvium.com**