

Market Consultation

In-cell entertainment devices

Date: June 12 2025

Introduction

This market consultation has been prepared in anticipation of a potential (European) tender to gather more information about the relevant market for an in-cell entertainment device.

Contracting Authority

The contracting authority is the State of the Netherlands – specifically the Custodial Institutions Agency (DJI).

Goals

The goals of this market consultation are to:

- Gain insight into available experience and market offerings;
- Understand the visions, suggestions, ideas, and developments from market parties;
- Involve and interest market parties early in the potential tender;
- Determine the most suitable procurement strategy;
- Test internal assumptions, ideas, and proposed solutions.

The specific objectives of the IUC DJI are outlined in Chapter 1.

Any market party that believes it can contribute is welcome to participate. During the period from DD MM 2025 to DD MM 2025, DJI would like to benefit from your knowledge and experience. The questions for market participants are listed in Chapter 3.

Document Structure

Chapter 1: Purpose and scope

Chapter 2: Information and submission instructions for the consultation procedure

Chapter 3: Consultation questions

Appendix A: Principles and conditions of the consultation

1. Purpose and scope

Currently, DJI has no framework agreements for in-cell entertainment devices. The intended tender will be conducted by IUC DJI, in close cooperation with the internal client.

Tender Objective

Due to (temporary) staff shortages, DJI is struggling to provide sufficient supervision in available cells. As a result, detainees may have to remain in their cells longer during peak shortages. DJI wants detainees to spend this time as meaningfully as possible.

The agreement should result in a contract with a supplier for a secure in-cell entertainment device that provides entertainment and informative content as a service, with the supplier responsible for delivering and managing the devices.

The sustainable outcome is to offer detainees meaningful time use at reasonable costs when temporary staffing needs cannot be met.

Scope

DJI seeks a solution for offering entertainment in cells without supervision, hence the preference for a mobile device. The device is not tied to a specific person and can be distributed randomly.

(Note: Expansion to personalized use is not sought due to delivery speed and scope. If DJI later wants to offer personalized entertainment/education, this will be a separate, parallel project.)

The device must be extremely secure in software, as the risk of unauthorized communication by detainees is very high. It must also have a robust casing to prevent unauthorized physical access and damage.

The tender includes the delivery of mobile devices for detainees to access films, music, games, e-books, general education (e-learning), and other proposed services, including:

- Providing a tablet that meets the tender requirements;
- Supplying DJI-approved content;
- Managing the devices: security updates, replacements, and misuse reporting;
- Optionally, based on pilot results, supplying a suitable charging cabinet.

Volume

The initial delivery is 500 devices, with an option to expand to 1,000 total.

DJI advises bidders to include fixed costs in the initial delivery price (devices used for 2–4 years), with additional devices priced equally or lower for the remaining contract duration.

2. Consultation procedure

By participating, you unconditionally agree to the principles and conditions in Appendix A.

2.1 Timeline

The IUC DJI follows this indicative schedule:

Activity	Deadline
Publication of market consultation	June 12 2025
Deadline for submitting questions	June 26 2025
Publication of Q&A (information note)	July 3 2025
Deadline for submitting responses	July 10 2025

This schedule is subject to change.

2.2 Questions

If the document raises questions or uncertainties, you may submit them via the TenderNed messaging module by the specified date. Answers will be published anonymously on www.tenderned.nl.

For more information about TenderNed please see [Dutch government's online tendering system | TenderNed](#).

2.3 Submitting responses

Participants are asked to submit answers to the questions in Chapter 3 via TenderNed. IUC DJI may invite participants for further explanation via plenary sessions or individual meetings. There is no obligation to invite all participants or provide reasons for selection.

Responses may influence the nature and scope of the future tender.

2.5 Conclusion of the consultation

IUC DJI will publish a report on www.tenderned.nl summarizing key conclusions. Participants agree that their input may be used (anonymously) in this report, which will list participating parties.

3. Questions

Market parties are asked to answer the following questions in writing, with motivation and concise responses:

1. What solutions does the provider offer for securing a device for an untrusted user group?
2. What options are available to protect the device from tampering or (unintentional) damage?
3. What are the possibilities for re-imaging the device after each use to erase manipulation?
4. How can internet roaming be prevented if the device breaks out of the Mobile Device Management system?
5. How does the provider plan to ensure device availability during office hours?
6. What content does the provider envision? What questions do you have about this?
7. What is your vision for a charging cabinet that allows quick intake and distribution?
8. Can you provide all three components—Device, Content, and Management—as one service? If not, which parts can you deliver?
9. What is a realistic monthly price per device (excluding VAT) for the requested service?
10. Are there market interests the contracting authority should consider?
11. What sustainability options do you see in this market?
12. Do you have any other comments or suggestions (e.g., price-quality ratio, award criteria)?