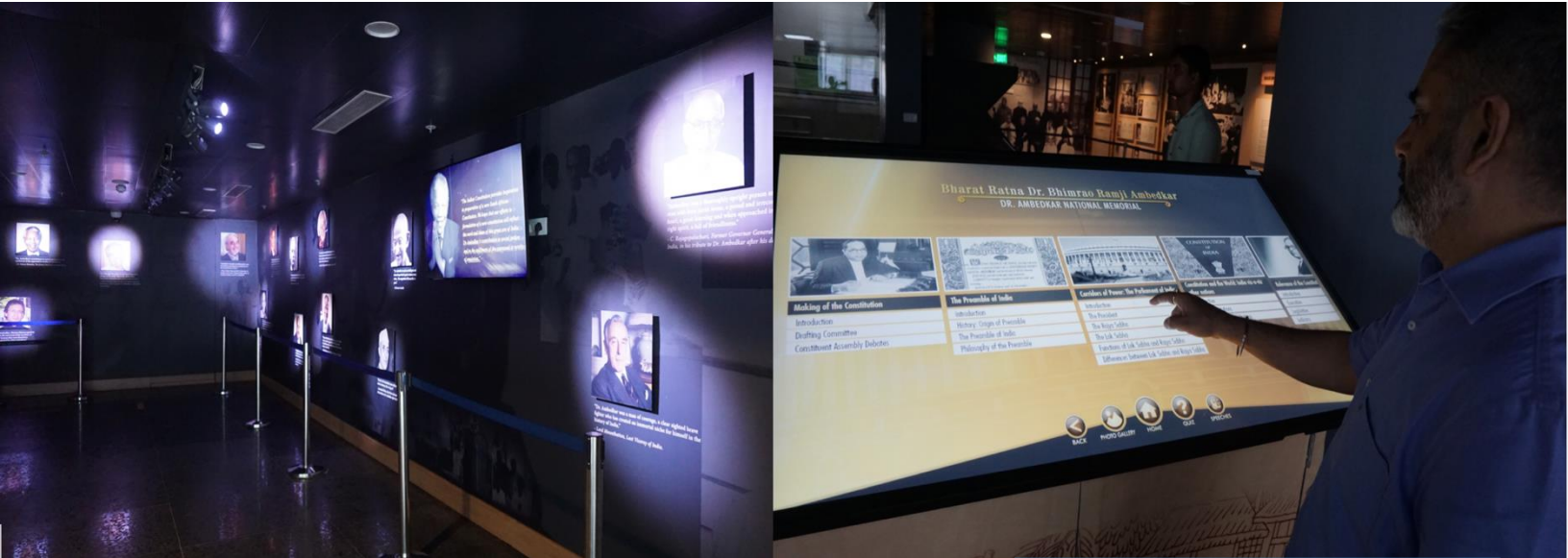




Dr. Ambedkar National Memorial

26, Alipur Road, Delhi

BEFITTING TRIBUTE TO THE LIFE OF BABA SAHEB



Pan Intellectcom Ltd. was assigned the task of portraying a lively recreation of major facets and storyline of the life and activities of Dr. B. R. Ambedkar.

THE CLIENT

The Government of India assigned the Ministry of Social Justice and Empowerment with the task of turning the residence site of Dr. B. R. Ambedkar into a befitting memorial.

REQUIREMENT

The museum at the memorial intends to create an immersive experience into the life of Dr. Ambedkar and his contribution to India through extensive use of static & dynamic media, with audio-visual content and multimedia technologies.

Customer Profile:
Ministry of Social Justice
and Empowerment
through CPWD

Location:
26, Alipur Road, Delhi

Industry:
Museum and
Entertainment

Date of Completion
May 2018

Value of Project:
Rs. 25 crores

SOLUTION

Due to our past similar experiences, we had ready access to manufacturers, OEMs and our recent past associations and transactions afforded us the Client's trust in us.

With regards to the content creation, it was based on authentic documents preserved in government archives and interrelated sources. We also had personal interactions with noted luminaries of London School of Economics who came forward to personally disseminate and discuss pertinent inputs.

The key brands and related solutions used for this project are:

- 1) Delta Direct View LED Wall
- 2) Christie Projectors.
- 3) Coolux
- 4) Samsung LCD Panels
- 5) Holobox
- 6) Medialon - Show controller Showmaster Pro
- 7) Labgruppen Amplifiers
- 8) DTS LED Lights

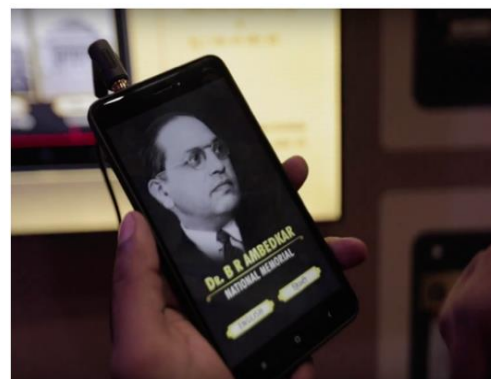
HIGHLIGHTS

1. Mobile App:

We have gainfully utilized a mobile app and have programmed it for the voice guide at the museum. The visitor is allowed to either use a mobile and a pair of headphones given by the museum or they can use their own set of mobile and headphone, to listen to the voice guide. For using one's personal mobile phone, the visitor needs to download an app from the links give below:

There are two versions of the app:

1. iOS_compliant (<https://itunes.apple.com/in/app/danm-audio-guide/id1389344165?mt=8>)
2. Android_compliant
(<https://play.google.com/store/apps/details?id=air.com.oohmp.am>)





2. Pepper Scrim:

The best part of this technology is that the projected video content can be seen from both sides of this highly transparent and extra-wide metallic scrim. It has been used to create large-scale 3 D hologram effects in Gallery Nos. 5, 13, 14 and 15.

3. Animatronics:

Hyper-realistic mannequins with moving hands and eyes provide a surreal and immersive experience to the visitors.

4. Projection Mapping:

7 Christie Projectors have been used in Exhibits 18 and 19 to create one of the largest 3D projection mapping done till now in a museum.

5. Interactive Table:

16 units of Samsung Interactive panels have been installed to create an Interactive Table Pavilion for providing information of diverse nature to the users.

6. Delta 4 MM Direct View LED of 192 Square Meter has been installed at six exhibits.

VISITS & APPRAISALS

- Honorable Prime Minister, **Mr. Narendra Modi** inaugurated the Dr. Ambedkar Memorial on 13th April, 2018 and profusely commended us on the successful completion.
- There is continued visit of dignitaries and eminent personalities. Honorable Vice President, **Mr. Venkaiah Naidu** visited the museum in May'18 and hailed it as a real recapture and a 'great tribute' to Dr. Ambedkar.
- The depiction of Dr. Ambedkar's life events are so real that it struck a chord in the hearts of the crowd that visited the museum. We keep on receiving notable commendations from the visitors.

