

CHRISTIE'S RISHUBH NAYAR ON POWERING INDIA'S IMMERSIVE REVOLUTION

*As India's adoption of immersive experiences continues to expand across tourism, museums, corporate innovation centres, and live events, Christie believes the country is uniquely positioned to become a global hub for experiential installations. **Rishubh Nayar**, Pro AV Sales Director for India, Christie, shares how strategic partnerships, projection expertise, and next generation display technologies are shaping the brand's vision for the Indian Pro AV market.*



How is India evolving as a key market for large-scale projection mapping and immersive experiences?

India's cultural diversity makes it one of the most promising markets for projection mapping and immersive installations.

India has always been a unique market for experiential installations. We may not have Disney or Universal theme parks, but our tourism landscape offers something equally compelling. Visitors continue to explore museums, heritage sites, and cultural destinations because of India's rich and diverse history.

The variety of subjects available here, across religions, heritage, and culture, is unmatched. When it comes to applications like projection mapping and museums, I don't think such diverse opportunities exist anywhere else in the world. India is truly the place to be.

The importance of local partnerships cannot be overstated in executing complex projects. Could you elaborate on Christie Digital's collaboration strategy, particularly your partnership with players like MSS World?

Christie's long-standing collaboration with ecosystem partners has played a defining role in advancing projection mapping in India.

I still remember **PALM Expo** back in 2012 or 2013, when Christie hosted **Bart Kresa**, one of the world's most renowned projection mapping artists. We collaborated with **MSS World** during that showcase, and the kind of footfall that exhibit received was just phenomenal. In many ways, I genuinely believe that the projection mapping movement in India gathered momentum because

of that particular exhibit at **PALM Expo**.

Whatever Christie has achieved today, both in India and globally, is because of all our partners. We truly value our relationship with **MSS World**, and we remain immensely grateful for their continued support. Our success is built on the strength of these partnerships.

How has the Indian audience's expectation and appreciation for immersive technology changed over the past 5 years?

The adoption of immersive technology has grown well beyond entertainment and now spans numerous applications. Corporations are creating AI labs that require immersive environments. Religion is another major area, where installations centred on deities such as Lord Shiva have demonstrated how technology can create engaging experiences.

Entertainment is also embracing immersive solutions to attract audiences and increase footfall. Even though India does not yet have world-class theme parks on the scale of Disney or Universal, the existing entertainment destinations are effectively using immersive technologies to elevate visitor experiences.

For the Indian market, Christie continues to focus on its core strengths in projection and direct view LED technologies. Our strategic direction has remained consistent over the last few years, not only in India but globally. In fact, direct view LED has been an exceptionally successful product line for us across government, enterprise, corporate environments, and museums. We offer highly differentiated technologies that stand apart from many other products

available in the market.

Projection, of course, has been Christie's identity for the past 95 years, and these two technology categories will continue to form the core of our business in India.

What the future holds for immersive, performance-driven environments across tourism, heritage, and live events in India?

I believe museums will account for the largest share of immersive installations. Tier-II and Tier-III cities are witnessing significant investments in new museums, many of which are integrating immersive exhibits because they engage visitors in a much more impactful way.

Live events will continue to use immersive technologies for experience creation, whether in religion, entertainment, or cultural celebrations.

However, one of the most exciting opportunities lies within the corporate sector. IT companies are establishing AI labs where immersive environments help demonstrate solutions to clients.

The automotive industry has also been using immersive technologies for years, including applications such as vehicle design and simulation.

Every year brings new trends that influence project lifecycles. This year, the industry continues to face global challenges, including rising costs, currency fluctuations, and shortages of certain components. Despite these headwinds, I remain optimistic about the significant investments the Government is making in tourism. That sector, in particular, is one to watch closely during this financial year.