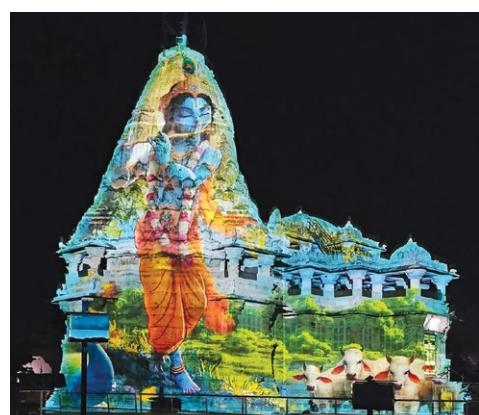


Projection Mapping with AR/VR: AV's Revolution is Here!

Seeking innovative change, the world is transgressing towards captivating new experiences for the audience. Niche segments are benefitting from the change, encouraging AV manufacturers, systems integrators, AV consultants, and other AV professionals to focus on continuous advancement and adoption of AV technologies.

With increasing tourism in India, there's an increase in demand for immersive experiences. Currently, 292 projection mapping tenders are published by various tendering authorities and private companies on Tender Detail website, clearly indicating the rising demands of projection mapping in Tier-I, -II, and -III cities in India. In fact, according to *Modor Intelligence*, "Projection mapping market size is estimated at USD 5.58 billion in 2025, and is expected to reach USD 15.01 billion by 2030, at a CAGR of 21.87% during the forecast period (2025-2030)".

Projection mapping, put in words, is simply wrapping architectural elements, buildings, walls, or landmarks with incredible visual spectacles. It allows visitors to fall into immersive experiences catered by professional systems integrators and AV consultants. However, as simple as the integrators make it look, the aesthetically pleasing architectures experience magic



(Image courtesy: Rhino Engineers)
Shamlaji Vishnu Mandir's visual brilliance presenting a glimpse of 3D projection mapping

In this year's first edition of AV-ICN Expo Magazine, the column discusses world-changing trends coming around in 2025. From highly anticipated AV technologies to recently released projection mapping tenders, we explore myriads of opportunities hitting the Indian grounds.

As always, referring to the changing dynamics of the Indian AV industry, the feature brings some striking insights for the curious AV trend seekers, revamping the idea of Audio and Visual in today's tech-driven world.

through various projections including 3D or immersive mapping.

Speaking of immersive experiences, the rapidly evolving AV world is witnessing a big leap, affecting niche segments like projection mapping also. The increasingly popular, Virtual Reality (VR) is assisting AV professionals to captivate visitors with spellbinding results, marking major advancements in projection technology.

AR And VR In Projection Mapping

"The Indian AR/VR market was valued at USD 4.84 billion in 2023 and is expected to grow at a CAGR of ~38.3% during the forecast period (2024-2032)," specifies Indian AR/VR Market report of *UnivDatas* signifying an expected surge in the use of VR in projection technologies. This enables visitors to witness Ultra-High-Definition (UHD) projections across the country.

The near future of projection mapping projects using AR/VR is expected to include immersive museums and exhibitions, product visualization in retail, educational AR overlays, and live events and performances.

Technological Surge in AV Segments

The use of high-end technologies has been upgraded with accessibility and better connectivity in India. Therefore, the use of AR and VR solutions is expected to take over education, corporate, retail, and hospitality segments with students, hybrid workers, shoppers, and travellers sharing immersive experiences through high-end

technologies. According to *Fact.MR's* report, "The market for augmented reality in education in India is projected to hit US\$ 4.57 billion by 2033".

Education segment is using experiential learning to assist students in learning and engaging, developing their understanding of the subjects widely. Moreover, integration of AR and VR is redefining immersive experiences with experiential marketing in the retail sector where consumers can now interact with virtual environments.

Next-generation projectors by dominating AV brands like **Barco**, **BenQ**, **Christie**, **Epson**, and **Optoma**, are leading this shift to captivate visitors with majestic projections around the country.

Conclusion

It's about time that projection mapping converges with AR and VR technologies, providing seamless immersive experiences to the Indian market, blending both physical and digital worlds. In fact, viewing the analysis and data-driven insights, AV industry can hope for AR and VR to take over the education and corporate segments soon. The need for high-quality projectors and world-class AV solutions is now more than ever!

Keep an eye on the latest trends and experience a walkthrough of the changing AV dynamics, in this column. Feel free to share market insights from the pro AV industry. Contact: ritika.pandey@hyve.group