MONUMENTAL KATHA - “Letting Monuments Speak for Themselves”

Monumental Katha aims to provide a visual and auditory, Immersive storytelling experience for kids, tourists unfamiliar with the local language and tourists from all over the world. India has one of the richest cultural heritages and history. This is underlaid in the famous monuments present in the country. With the help of our app, “we let the Monuments speak for themselves”.

Once the user visits the monumental site, they will get access to:

* Narrative storytelling
* Wayfinding and directions
* App Availability in multiple indian languages

Which finally creates a great means of tourist attraction and experience.

As for the target monumental site, we aim to provide our first AR Immersive storytelling experience for Mahabalipuram and more specifically the shore temple, which is known as one of the UNESCO world heritage sites in chennai, Tamil Nadu. There are many stories, cultural traditions lying behind the sculptures, relics and idols in the shore temple which have various scientific facts as well. These are not known to the public and most of the tourists who come back from such visits, return empty-handed with no knowledge from the tours. This may cause a risk leading to the endangerment of our culture and heritage, which in the future could be lost if not properly passed down to the future generations.

Now over to how the application works, Mahab Reality uses the user’s phone GPS coordinates and Camera access. The user first arrives at the specified location with the app open and will then be given instructions on how to take a tour and see some narrative animations with the app. Once the user understands the way he/she should operate the app, the app will begin the immersive experience. An overall map will be displayed to the user to show him/her the entire tour for the visit. The map may be minimized unless the user wants to know where he/she is anytime. She/he is then directed down a path with a narration given by Marco Polo, the European traveler who gave the name “seven pagodas” for the 7 shore temples that used to remain, out of which only one still stays strong till date. He will direct the user to the various scenes at the shore temple site and narrate how it used to be in the 7th century under the Pallava dynasty. Few scenes at which the storytelling is aimed to take place are,

* *Main Shore Temple complex*
* *Dhurga Shrine*
* *Jalashayana*
* *Larder*
* *Miniature shrine and Varaha*

Along with the Immersive Storytelling content, users will be given multiple creative provisions that will help them enjoy the experience even more. For example, taking a picture with Marco Polo, the Venetian merchant, explorer, writer and many more such similar add-ons to promote tourism at the site.

We are using Location-based AR to achieve all the above. With the help of GPS Coordinates, we will superimpose 3D models and related content at the location once the user enters a range of 5m within the specified location. This is the basis of how the app functions technically.

According to the literature survey conducted by our team, we found that because of immersive storytelling with Augmented Reality, the following risks and difficulties were identified,

* Isolation - If the App makes the user feel isolated from their surroundings, the app

can be used by multiple people together to have a more enriching experience.

* Age Gap - Tourists aged 55+ will also have a great time using the application, as it is easy to understand, comprehend and available in multiple languages.
* Only at Site - Eventhough the experience can take place only at the location, how else will tourists enjoy their visit without stepping out of their homes?.

Some other applications of Immersive Storytelling are,

* Sales and Marketing campaigns
* Cinematic VR experiences
* Brand advertisements

**Whatsapp speech - MONUMENTAL KATHA**

Good afternoon, hope you have had a great day. I'm Swethasree and I'm happy to present Team Immersive Techies proposed solution

" Mahab Reality "

How many of you would have visited a historical monument but come back empty handed without knowing about the past history or rich cultural heritage?

I'm sure if not you, maybe your friends and family would have gone through the same experience and maybe in your younger days when you were a student, I'm sure you must have gone through the same.

How about we add life to the monuments and make them speak for themselves. How about we preserve its historical value and rich cultural heritage. This is a better way to show the world the Deep glorious rich history and heritage behind these great monuments. Everyone of us have the responsibility to preserve them and add glories to them so that they become eternal and communicative to carry India's legacy to the future. We need to Preserve our heritage and glorious past for the future.

Yes, our team is going to provide an interactive app using immersive technologies that comes alive and narrates the monuments past and richness.

Using the latest Immersive technology, to enable Monuments to speak and narrate their glorious past.

Target Market:

Kids

Tourists from overseas

Revenue:

- Tourists at site will pay a less amount (₹25-30)

- An amount will contribute to the app development

- Remaining amount will help protect and preserve the monumental site

Vision:

To lead in creation of solutions for Immersive storytelling for the benefit of Globalizing India's rich cultural heritage.

Values:

To convey the facts in an easy, enticing manner for both tourists familiar and unfamiliar with local languages

Unique Selling Points:

- Cost effective solution

- Easily available

- Can be used for Wayfinding also

- preserves ancient monuments by contributing some revenue

- new means of tourist attraction at site

Mission:

Restore lost history and Unknown, Scientific facts behind monumental sites for the next generation

Members may get a discount when visiting other monuments in India

Those who don't know local language