altrview

INNOVATIVIEW INDIA PVT. LTD.

4th Floor, Tower B, A-1 Windsor IT Park,
Sector 125, Noida, Uttar Pradesh 201313

📞 +91 9811799523 | +91-120-6890 500
✉ info.altrview@innovatiview.com

www.altrview.com

beyond imagination

altrview

A leading organization that delivers world-class Alternate Reality experiences through cutting-edge technologies and its innovative applications.

Revolutionizing the edutainment and infotainment space through Alternate View experience in India, Altrview has developed some of the most spectacular Animatronics, Light and Sound Show, Musical Fountain, High-tech Interpretation Centre, Digital Galleries/ Museum and Theme Park across the country. Our journey of success started with Robotic V Shera- the robotic version of the mascot of Commonwealth Games 2010. Since then, we have been accredited with the development and maintenance of India's best dinosaur parks and life-size animated animal characters for museums.

Providers of end to end solutions, right from conceptualization of the project to its execution, operations and maintenance, we bring your ideas to life by adopting a mutually beneficial **PPP business model.**

Altrview is a brainchild of Innovatiview India Pvt. Ltd that provides a comprehensive range of ancillary examination services and enjoys the largest market-share in the sector.

MISSION

To apply new-age technologies for enhancing interaction and engagement in learning and infotainment sector, thus revolutionizing how it is perceived and experienced by its audience.

VISION

To deliver un-paralleled technology based interventions to enhance visitors experience across tourist attractions and revolutionizing or redefining the way infotainment and edutainment is perceived.

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We are differentiated by our demonstrated track record of creating some of the most spectacular experiences in the infotainment and edutainment space and leaving a lasting impact on the end consumers.

Why Us?

PPP business model:

No capital investments. No operational hassles. We invest end to end necessary resources to develop, operate and maintain the avenue.

A Decade of Industry Experience:

Started with Common Wealth Games 2010 and delivered various technological means and solutions across country since then.

Experienced Team:

A competent team of industry veterans and solution providers from top institutes like IIT, IIM, DCE, NID who provides end-to end development and execution of projects.

Large-Scale Projects:

Developed and renovated several acres of land in various science cities, theme parks and zoo across the country.

Executional Excellence:

Flawless project delivery and maintenance supported by a team of experts from the most recognized educational institutes of India such as IIT, IIM, NID, etc.

Technological Expertise:

In-house technological expertise coupled with collaborations with global resources for constant updates and continuous learning.

MAJOR PROJECTS

A DECADE OF DELIVERING EXCELLENCE & EXCEEDING CLIENT EXPECTATIONS, WE HAVE COME A LONG WAY SINCE 2010.

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Inception. Developed **robotics Shera –** The mascot of Common Wealth Games 2010.

Iskcon- **Light and Sound Show** An architectural projection show over a temporary facade, exhibiting various Leelas and Teachings of lord Krishna

Animatronics project in Chennai Museum. Development of giant dinosaurs with multiple movements.

First of its kind **Dinosaurs theme park** in PGSC, Kapurthala with 5 animatronics and 1 interactive dinosaur, combined with an astounding landscape.

Nainital- Snow View Point Development of **Interactive Dinosaurs Park** in Snow View Point Nainital.

Nainital- Eco Cave Garden Development of **Thematic Interactive Park** in Eco Cave Garden Nainital

Digital Gallery at Iskcon to showcase sixty four leelas of Lord Krishna

Robotic dinosaurs in Pudukotti Museum, Tamil Nadu. Almost a true replica, it can maneuver multiple body parts

Dinosaurs arena in Aryabhatt Museum, Delhi. Use of latest technologies with dinosaurs featuring multiple movements.

Development of **dinosaur theme amusement park** across 2 acres of land in Chhatbir Zoo, Chandigarh

Chennai museum- **Digital gallery** Aesthetically created gallery showcasing evolution dinosaurs utilizing innovative technologies like animatronics, AR, VR and more.

Musical fountain at Iskcon on eve of Krishna Janmashtami

Chennai museum project (**Broadcast AR and talking tree**). Development of an edutainment platform capable of attracting, engaging and educating individuals and groups through a mixture of the real world and digital content.
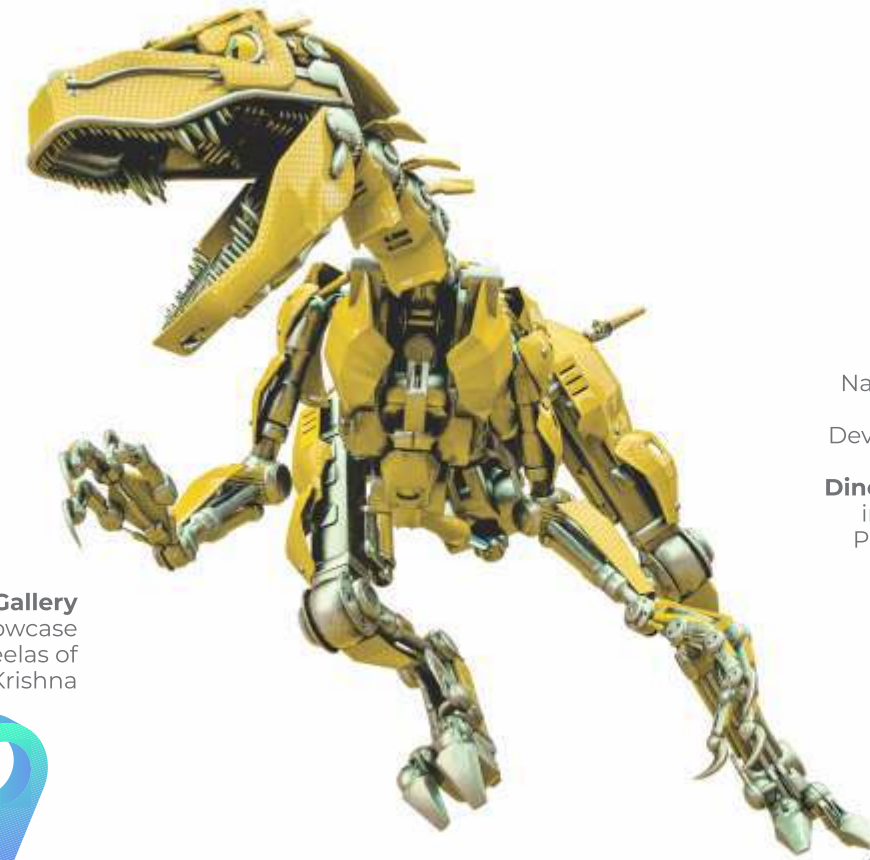
Unique Solutions

"A visitor can vary in age, background, interest, culture, and economic or social status. Altrview takes all of these into account to provide solutions relevant to each. Solutions, that are capable of stimulating emotions and delivering unmatched experiences."

Altrview technology-enabled solution creates new-age leisure and recreational avenues that can club education with entertainment to deliver a holistic learning experience, with incredible concepts, visuals and sound, it creates an artificial environment, capable of captivating the imagination of its spectators. The lessons learnt and the experiences lived, thus gets embedded in the mind and hearts of its audience.
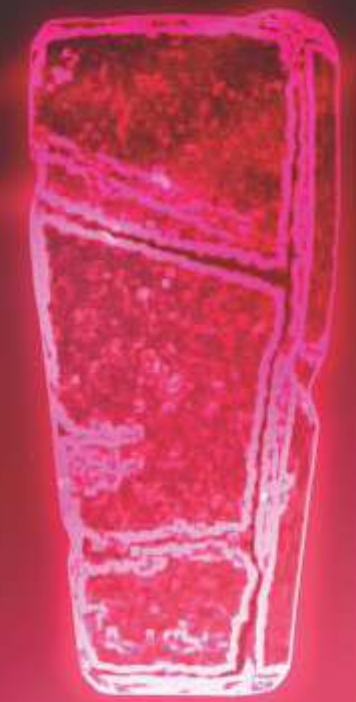
Unforgettable experiences delivered through:

Exuberant Rides

Themes that contrast with everyday life

Unexpected & continuous visual and acoustic stimuli

Contemporary technologies

Theme-based Eateries

High-tech Interpretation centre are technology-enabled landscapes and architectures that deliver experiential learning by creating interpretive designs that link the visitors with the subject.

High-tech Interpretation Centre

Animatronics

An idea that took an imaginative leap

"Animatronics is the art of crafting the replica of an animal, human or any other creature in a way that it looks real and demonstrate life like characteristics including visuals, sound and movements, primarily used for amusement and entertainment."

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Digital Galleries create a stimulating and experiential environment to understand and learn scientific processes in an easy to understand and engaging manner, with the use of latest technologies and engaging tools such as audio tour segments, videos, additional facts and information etc.

Altrview as an expert creates such intuitive spaces where scientific concepts are simplified and explained in a dynamic and interactive atmosphere, through audio-visual aids.

Digital Galleries

Theme Park

Theme park, is based on particular theme mainly for entertainment, amusement, and commercial purposes. Many theme parks combine classic theme park elements, such as zoo, science city along with themed entertainment and amusement rides, Some theme parks are based on theme such as dinosaurs, extinct animals, extinct flowers, extinct trees, cartoon characters, movie based theme within an enclosures for display. Many times, animatronic and robotic animals are utilized and featured as part of amusement rides and attractions found at animal theme parks.

TECHNOLOGICAL EXPERTISE

Animatronics

Android Robots

Spherical Immersive Projection

Immersive VR CAVE

Interactive LED

Musical fountain

Virtual Reality

Holographic projection

Augmented Reality

Interactive Wall and Floor

Facade Lighting

Exhibits

3D Architectural Projection

Video Walls

Animatronics

TECHNOLOGY

The word Animatronics is derived by combining two words: Animation and Electronics. Thus, it is the technology of creating 3D animated figures and giving it lifelike characteristics, sounds and movement with the help of electronics.

Immersive VR CAVE
(Cave Automatic Virtual Environment)

TECHNOLOGY

VR CAVE enhance the scope of virtual reality as the technology takes another leap. It is a room-sized 3D visualization solution which allow the users to walk in to a simulated virtual environment where they can see themselves and others simultaneously.

Virtual Reality

TECHNOLOGY

Virtual reality is the simulation of artificial environment that immerses the user to an entirely different world, which may or may not resemble the real world. Virtual Reality gears such as wearable headsets help the users interact with these 3D simulations in real time.

Sph

TECHNOLOGY

Spherical Immersive Projection technology takes Virtual Realty to the next level and allows its audience to enjoy a 360-degree immersive view of the virtual environment without the need for any external wearables such as VR headsets. The technology uses a geodesic projection sphere, which functions through installation and configuration of multiple projector, for a seamless all-round visual experience!

An

TECHNOLOGY

An Android Robot is a robot that is structured to resemble a human body. With exceptional planning and control, these robots can move around complex environments, collect data as they move and interact with the real world in real-time.

Holographic projection

TECHNOLOGY

A 3D hologram is defined as a 3D projection that exists freely in space and is visible to everyone without the need for 3D glasses.
A hologram is a real world recording of an interference pattern which uses diffraction to reproduce a 3D light field, resulting in an image which still has the depth, parallax, and other properties of the original scene.

Int

TECHNOLOGY

Interactive Walls and Floors bring your walls and floors to life by enabling life-size, interactive projections and display on their surfaces. The technology uses multiple projectors and sensors, built-in software, gesture tracking software and more to catch the attention of its audience and help them to interact with its digital elements for an unforgettable experience.

F

TECHNOLOGY

Facades lighting is an artistic illumination method that embraces the façade by lighting its shape and use colour synthesis to change its colour within a certain time. The illumination can increase or decrease the brightness of the colour used in accordance to the theme.

3D Ar P

TECHNOLOGY

3D Architectural Projection is the technology to project objects on a surface. However, instead of just projecting these objects on a flat surface such as a wall, the technology enables them to mould as per the surface design and architecture. Thus, the objects get transformed into interactive 3D displays.

E

TECHNOLOGY

Museum Exhibits or exhibit designs is the process of visual story-telling by transforming of a concept into a physical three-dimensional structure. The process integrates various disciplines, including graphic design, lighting and audio-visual, architecture, interior design, multi-media and various others, to bring an idea to reality, interact with is audience and narrate a meaningful story.

V

TECHNOLOGY

A video wall is a digital wall that joins multiple display screens to create one large picture or a collage of many images clubbed as one. It can be placed on mobile systems or wall mounted for permanent display, depending on one's need, and is being actively used for providing an engaging and immersive experience to its audience.

TECHNOLOGY

Interactive LED's are interactive digital touchscreen systems that help you to display desired information and exhibits to your visitors in a delightful and engaging manner. These multi-touch screens can support object recognition and can be integrated with personalized software, mobile applications, and other innovative technologies to encourage playful learning and provide an interactive experience to the audience.

Int

Musical f

Musical Fountain perfectly combines the water spray with the music, which could fully express the music spirit by phantasmagoric water features and colorful lights. It looks like the water is dancing with the rhythm and beat of the music and therefore it is also called the Dancing Fountain. Music dancing fountains can be customized to different designs and sizes.

Augmented Reality

TECHNOLOGY

Augmented Realty is the technology that allows users to overlay additional digital content such as 3D models, graphics text, sounds, etc. on objects, images and the surrounding environment. It gives us an extended perception of reality by creating a new-artificial world on top of the existing one.
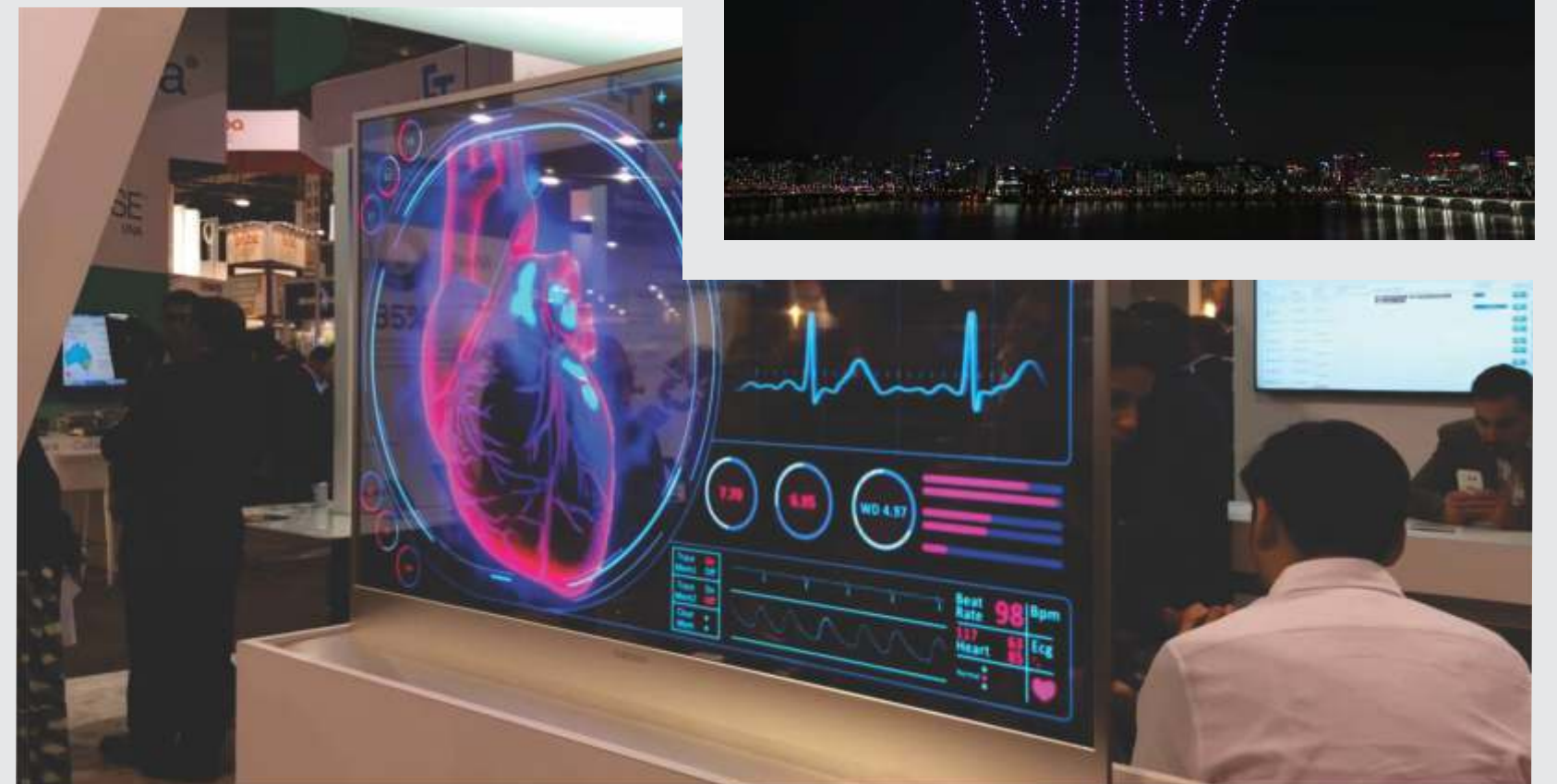
E
innovation bouquet

TECHNOLOGY

Apart from our showcased flagship technologies, we also offer an extended innovation bouquets which includes **other experiential technologies like projection dome, Transparent LED, Flexible LED, Drone show etc.**
As an innovation expert we look forward to implementing latest technologies in this ever evolving alternate reality space.
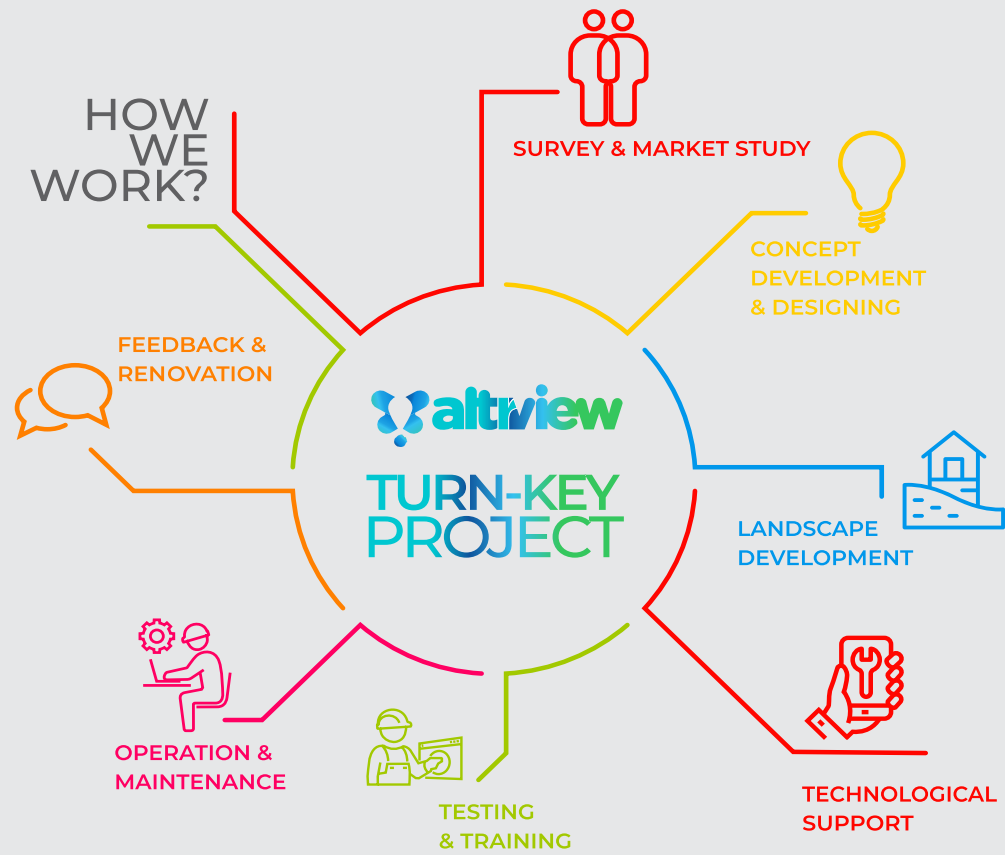
HOW WE WORK?

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TURN-KEY PROJECT

- SURVEY & MARKET STUDY
- CONCEPT DEVELOPMENT & DESIGNING
- LANDSCAPE DEVELOPMENT
- TECHNOLOGICAL SUPPORT
- TESTING & TRAINING
- OPERATION & MAINTENANCE
- FEEDBACK & RENOVATION

We bring your ideas to life

No capital investments. No operational hassles. Just imagine what you really want to create and leave the rest on us.

Altrview functions on a **PUBLIC-PRIVATE PARTNERSHIP MODEL.** We invest the necessary resources to develop, operate and maintain the infotainment and edutainment avenues for a pre-decided time period, based on a mutual-agreement.

PUBLIC PRIVATE PARTNERSHIP

- NO CAPITAL INVESTMENT
- NO OPERATIONAL HASSLES

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Marketing Support

Altrviews dedicated marketing experts team analyses and ensures increased footfall in the facility.

01 Integrated marketing approach towards the overall facility.

02 Traditional (Print, OOH, Exhibition) Digital (Website, Social Media, Content Management, SEO)

03 local level association and tie-ups with school, colleges, corporate, travel and tour operators.

04 IEC approach inform, educate and communicate.

05 Promotion and Brand building of the particular project