

A young girl with her hair pulled back, wearing a red short-sleeved shirt and a blue lanyard, is looking down at a smartphone she is holding. She is in a museum or gallery setting with blue ambient lighting. In the background, there are digital displays and a large projection of a cityscape. A green light is projected onto her forehead from a device above her. The text 'INTERACTIVE & IMMERSIVE EXPERIENCES' is overlaid on the left side of the image in white, vertical, sans-serif font. At the bottom right, the text 'MYTH INTERACTIVES' is overlaid in white, horizontal, sans-serif font.

INTERACTIVE & IMMERSIVE EXPERIENCES

MYTH INTERACTIVES

Myth Interactives

Our goal is to inform and entertain your visitors and provide them a memorable experience that they cherish.

Born out of the idea of Myth, as the sacred story present across cultures and eras; Myth Interactives is a multimedia design studio located in the historic city of Vadodara, Gujarat.

The core competence of our company lies in developing interactive and immersive experiences for cultural spaces, heritage and educational tours, historic sites, real estate, hospitality, education and healthcare sectors.

Our goal is to inform and entertain your visitors, patrons and customers and provide them a memorable experience that they cherish.

Towards this end Myth Interactives offers a wide range of multimedia content delivery solutions across multiple digital platforms. Our innovative solutions are flexible, easy to customize and can be adapted as per your needs and business goals.

As an end-to-end solutions provider, Myth Interactives delivers quality experiences that elevate your site's reputation. Our services include conceptualization, research and content development, media production, application development and on-site support for hardware.

Since we offer full customization, you can start small and build your project in a phased manner, collaborating with us according to your site's needs and budget. Channelize our creative services, depend on our proven technologies or simply pick the solution you think best fits your needs.

Solutions

Overseeing every aspect of a project, from planning to launch, Myth Interactives' end-to-end solution include services such as concept design, research and content development, media production, motion and graphic design, software and hardware development, interaction design, installation and on-site support for hardware.

Our solutions include but are not limited to: *360° Tours, Augmented Reality, Projection Mapping, Interactive Storytelling, Multimedia Tours, Audio Tours, Interpretation and Signage, Documentaries*

Working in partnership with our clients, we share ideas, innovations, challenges and project insights with an eye on future site improvements.



360° Tour & Immersive Experiences

Provide a life like experience of your site to
your potential customers.



SUITABLE FOR Heritage Sites, Luxury Hotels, Real Estates, Resorts, Museums, Hospitals, Industries, Manufacturing Units etc.

ACCESSIBLE VIA All Digital Devices, VR Head Mounted Devices



The 360° Tour is a powerful tool that is suitable for all digital platforms and can give visitors an immersive experience of your site. 360° Tours can be used by heritage sites, luxury hotels, real estate developers, resorts, museums, hospitals, and luxury goods manufacturers to reach out to potential customers.

At Myth Interactives, we combine stunning 360° photography or videography with interactive features that enable users to move through a virtual space loaded with hotspots, engaging narratives and videos. We also offer aerial 360° photography and drone imagery.

Interactive Storytelling

Personalizing interpretive and emotive visitor experiences.



SUITABLE FOR Cultural Spaces, Heritage & Archeological Sites and Educational Tours

ACCESSIBLE VIA Kiosks, Multimedia Installations*



Interactive Storytelling is not limited by a single device, medium or technology. Instead it conceptualizes your site as a series of visitor experiences that may be delivered by combining technology with innovative design.

We work with clients to develop comprehensive strategies and narrative structures that will allow the visitor pick his/

her own path, choosing pace and interests while visiting an exhibition, site or space. This is followed by research and content development, media production and application development to deliver an interactive experience via digital media, on a turnkey basis.

**Device Management services are optional inclusions.*

Multimedia Tours

Mesmerize visitors with visually stunning multimedia tours.



SUITABLE FOR Anthropological, Ethnographic, Folk, Natural History, Science, Design and Community museums as well as for City guides, Culinary tours, Zoos and Tours of historic districts, Palaces, Forts and Residences.

ACCESSIBLE VIA Smartphones and Tablets*



Myth Interactives' multimedia tours combine stunning visuals and digital storytelling with narrative scripting for an engaging experience. We strive to take visitors beyond exhibits and sites via stunning videos, animations, infographics, customized exploration trails and documentaries.

We develop and deliver multimedia tours as mobile applications across all major OS. We also provide operational support and maintenance for digital tour guide on loan facility at your site.

Audio Tours

Memorable voice guided tours.



SUITABLE FOR Art Galleries, Archeological Sites, Museums, Industrial Tours, Plantations, Botanical Gardens and Craft Villages.

ACCESSIBLE VIA Smartphones and Tablets*

Our Audio Tour solutions offer customized content development and narrative scripting to engage visitors on a memorable voice guided tour through your facility/site. With multiple language options, these tours can also be customized to cater to different age groups and are ideal for guiding visitors.

**Device Management services are optional inclusions.*

SOLUTIONS

Augmented Reality

Combine the real and virtual for enhanced user experience.



SUITABLE FOR Cultural Spaces, Educational Tours, Historic Sites and Museums as well as for recreating Archeological Sites, exploring Art, Traditional Crafts and the like.

ACCESSIBLE VIA Smartphones, Tablets*

Augmented Reality (AR) uses existing natural environment and overlays virtual information on top of it. As both virtual and real worlds harmoniously coexist, users of augmented reality experience a new and improved natural world where information is used as a tool to provide enhanced user experience. AR is the future of user engagement that is driving new innovations in retail, education, tourism & hospitality and we are committed to bring in the best of this upcoming technology to our clients.

Projection Mapping

Transform any surface or object into a moving canvas.

SUITABLE FOR Archeological sites, Heritage Buildings, Monuments, Cultural Festivals, Events, Concerts, Trade Fairs etc.

With the help of emerging technologies like Projection mapping, also known as video mapping and spatial augmented reality, we turn objects, often irregularly shaped, into a display surface for video projection leading to compelling user experiences.

Myth Interactives offers you new ways to connect with your audiences via projection mapping, allowing you to tell your brand story at trade fairs or create buzz around product launches, cultural festivals and so much more.

Interpretation & Signage

Do more than just way-finding!



SUITABLE FOR Hospitality, Culture & Tourism,
Education and Healthcare

Signage design is more than finding your way. At Myth Interactives we take signage to a new level with space sensitive designs that merge with the environment yet provide valuable information that extends beyond the way finding to embrace info graphics, interpretative signage, braille and space enhancement graphics in addition to conventional exhibition and informative panel design.

Documentaries

Captivating stories crafted with passion.



SUITABLE FOR --

SOLUTIONS



Our video production service includes conceptualizing the story, script writing, story boarding, video production, motion graphics, post-production as well as language adaptation and subtitling. Throughout the production process we make use of the latest and best in class equipment to give you stunning visual experiences.

Team

Myth is a group of 25 strong. Along with founders, Lokesh Khetan and Nikita Desai, the team includes full time designers, software developers, production staff as well as associates, consultants and interns.

Be it design, research or software development the team is passionate about their work. Creative problem solvers, we are always eager to take on new projects and realize impactful solutions for our clients.

Our can-do attitude is backed up by more than 50 years of combined experience, and an ability to deliver amazing results. Effective communication and collaboration along with a genuine care for our clients and solutions has been the key to our success.

Balancing consultation with creativity and technology, the team at Myth looks forward to new challenges, opportunities and collaborations.



LOKESH KHETAN

Founder & Strategy Director



NIKITA DESAI

Founder & Creative Technology Director



SOYAB MAKRANI

Production Manager & Director



KAMALIKA BOSE

Curatorial & Exhibition Design Associate



HIMON BHOWMICK

Creative Technologist



VIPUL KAPADIA

Business Development Associate

Projects

KIOSKS, Interactive Storytelling

Client: Museum of Tribal Art and Artefacts,
Bhubaneswar, Odisha

'TRIBES OF ODISHA', Mobile App

Client: Museum of Tribal Arts and Artefacts,
Bhubaneswar

KIOSKS, Interactive Storytelling

Client: PTG Gallery, Museum of Tribal Arts and
Artefacts, Bhubaneswar

MULTIMEDIA TOUR

Client: Museum of Tribal Art and Artefacts,
Bhubaneswar, Odisha

RAILWAY HERITAGE PARK, DABHOI,

Interpretation

Client: Western Railways, Vadodara Division,
Vadodara, Gujarat

RAILWAY MUSEUM, PRATAPNAGAR,

Interpretation

Client: Western Railways, Vadodara Division,
Vadodara, Gujarat

'BHASHA VAN', Audio Tour

Client: Adivasi Academy, Chhotaudepur, Gujarat

ECO-TOURISM PARK, SARANGPURI,

Interpretation

Client: Forest Department, Wardha District,
Maharashtra

E-MUSEUM, Website & 360° Tour

Client: Tribal Research and Cultural Institute,
Agartala, Tripura

VIDEO WALL, Interactive Storytelling

Client: Tribal Research and Cultural Institute,
Agartala, Tripura

KIOSKS, Interactive Storytelling

Client: Tribal Research and Cultural Institute,
Agartala, Tripura

IMMERSIVE EXPERIENCES OF TRIBES OF

ODISHA, 360° Videos

Client: Museum of Tribal Art and Artefacts,
Bhubaneswar, Odisha

Documentaries, Indigenous Knowledge Systems

Client: Museum of Tribal Art and Artefacts,
Bhubaneswar, Odisha

360 VIRTUAL TOUR, 'Vaacha'-Museum of Voice

Client: Adivasi Academy, Chhotaudepur, Gujarat

Sectors



Striving to bring you the best of technology and creative design, Myth Interactives' solutions and services can be customized to suit the unique needs of your site. Our INTERACTIVE and IMMERSIVE Solutions come to you with a range of possible applications over diverse sectors such as:

culture & tourism
conservation
hospitality
real estate
education
conventions & trade
fairs
industrial &
manufacturing units
healthcare

Appreciation from Visitors

"Very good content, nice design, excellent multimedia that adds a lot to the exhibits."

-Jean Schneider, France

"Very good audio-visual kiosks, which are also very easy to understand. The video stories and explorations were great!"

- Ishaan Chandaria, London, UK

"Impressive computer animations"

- Simon Ilse, Germany & Diave Strauss, France

"Very interesting museum. I enjoyed it so much I will definitely come back to have more time to watch the multimedia show. Thank you!"

- Deborah Neugebauer, Germany

"Overwhelmed by the display and the audio visual artefacts."

- Amar Kumar Nayak, Assam

"Highly educative and nicely illustrated. Touch screen system has enhanced the efficiency of the museum."

- Prof. Jagannath Dash

"Use of audio-visual aid is excellent."

- Dr. Sangeet Kumar, IFS

"Excellent perception. Kiosks are a treasure house of basic and fundamental information on the tribals and gives at a glance picture."

- K. K. Rath, PA. ITDA, Paralakhemundi

"The interactive display enhances the quality of the artefacts on display. Odisha in a nutshell!!"

- Reghu, Samarth and Ashis, IAS Probationers 2011

"The new technology is excellent in presenting the basics. Good luck to team members who contributed for this."

- Ashok Vardhan, IGRMS, SRC, Mysore



myth
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