

Golden Temple Plaza Basement

Case Study



▲ The second gallery, titled "The History of the Golden Temple", is a spectacular presentation featuring an immersive 270-degree projection

Christie display solutions and media servers deliver outstanding visuals at Golden Temple Plaza Basement

The world famous Sri Harmandir Sahib, or better known as the Golden Temple, is the holiest gurdwara (religious complex) of the Sikh religion. Located in Amritsar in the north-western Indian state of Punjab, It is intended to be a place of worship for men and women from all walks of life and all religions to worship God equally. The holy shrine is accessible by four entrances (representing the four directions) and this symbolizes the openness of the Sikhs towards all people and religions. Over 100,000 people visit the holy shrine daily for worship.

Completed in 1604, the Golden Temple has a number of architectural features that are symbolic of the Sikh world view. Instead of the normal custom of building a shrine on high land, it was built at a lower level than the surrounding land so that devotees would have to go down steps to enter it. The Temple is surrounded by a Sarovar (a large lake or holy tank) which consists of holy water flowing from the Ravi River.

Within the complex are three holy trees, each signifying a historical event or Sikh guru. The temple's interior houses many memorial plaques that commemorate past Sikh historical events, saints and martyrs, including commemorative inscriptions of all the Sikh soldiers who died fighting in World War I and World War II.

In an effort to allow pilgrims and visitors to better appreciate the history and ethos of Sikhism, and to promote Amritsar as a heritage city, the Punjab state government commissioned the construction of a basement complex housing multimedia galleries equipped with state-of-the-art audio-visual technology, which included 10 Christie® WU12K-M 3DLP® projectors, 18 Christie D12WU-H 1DLP® projectors, 72 Christie Ultra Series FHD552-X HD LCD panels and Christie Pandoras Box.

The sophisticated task of designing these experiential spaces was undertaken by Designhabit, a leading design house based

Customer:

Amritsar Culture and Tourism Development Authority



Partner:

- Designhabit
- Pan Intellicom Ltd

Location:

Amritsar, India

Industry/Market:

- Museum
- House of worship

Requirements:

- High brightness and high resolution visuals
- High performance and reliability

Summary:

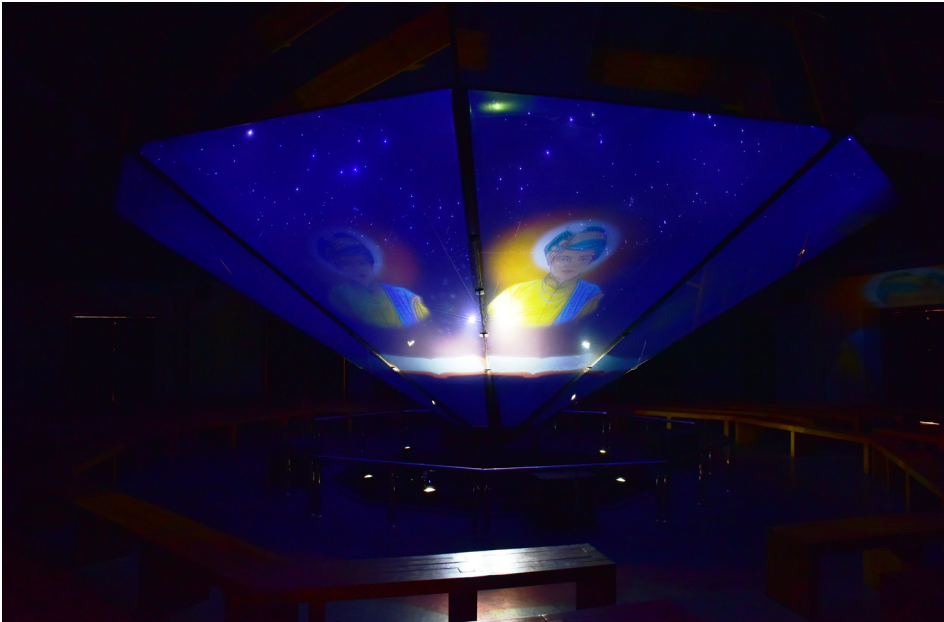
In an effort to allow pilgrims and visitors to better appreciate the history and ethos of Sikhism, four new multimedia galleries located within the Golden Temple Plaza Basement were built and opened to the public amid much fanfare. The visuals in all four galleries are powered by Christie display and image processing solutions.

Product:

- Christie WU12K-M (10)
- Christie D12WU-H (18)
- Christie Ultra Series FHD552-X (72)
- Christie Pandoras Box

Results:

Through the ingenious designs by Designhabit, the Christie solutions installed in the Golden Temple Plaza Basement brilliantly showcased the rich heritage of the Sikh community and history of this holy shrine.



▲ The fascinating pyramid projection titled “Jyot mein Jyot” in the first gallery

in New Delhi, which is responsible for numerous acclaimed large-scale projects across India, including Virasat-e-Khalsa in Anandpur Sahib. Christie India’s partner, Pan Intellicom Ltd, took care of the installation and commissioning the entire fleet of Christie solutions. The basement complex was completed and officially opened to the public in late 2016 amid much fanfare.

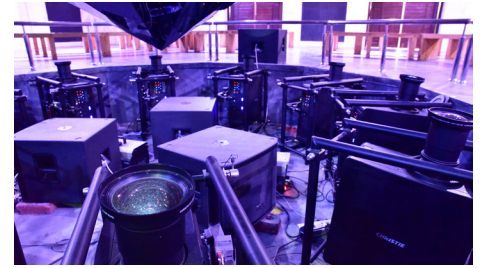
“The Golden Temple is the holiest and most important shrine for Sikhs from all over the world and we are of the view that theatrical storytelling works best in highlighting the history and ethos of Sikhism in a dynamic and thought-provoking manner,” said Amardeep Behl, managing director, Designhabit. “And through this process, visitors are able to appreciate the rich heritage of Sikhism and establish an emotional connection through the multimedia showcase in all four galleries. We have carefully integrated the various Christie solutions into each gallery and complemented them with meticulously designed animations, voiceover narrations and composed music to create an emotional impact and immersive experience.”

Elaborating on the design concept of the galleries, Behl added, “The storytelling spaces had to be theatrical, they just

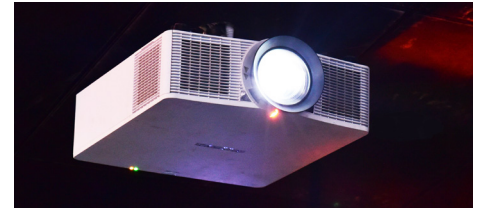
couldn’t be a dry exhibition or a non-vocal museum that fails to narrate a story and connect with people. We are very pleased with the response by visitors and pilgrims, and this shows that with the right combination of powerful contents and modern technology, these galleries can truly educate and inspire.”

Divided into four galleries, the basement complex has been drawing huge crowds since its opening and is a perfect example of how technology can be deployed to enliven the rich heritage and history of Sikhism. In particular, the Christie M Series and H Series projectors are used for large screen projections, including a stunning 270-degree holographic projection, while the Christie FHD552-X LCD panels offer an immersive three-dimensional visual experience of exploring the Golden Temple.

Harbir Singh, Managing Director, Pan Intellicom, commented: “We are honored to be involved in the installation and commissioning of the visual solutions in the Golden Temple basement complex, and I’m pleased to note that the results of the displays and projections are highly satisfactory. Feedback from visitors has also been very positive, with many of them impressed with the quality and performance



▲ The Christie WU12K-M projectors used for the pyramid projection



▲ The Christie D12WU-H projectors are used for the lifelike projections in the second, third and fourth galleries

of the Christie solutions used in all four galleries. The visuals have added emotional depth and dimension in telling the story of Sikhism and history of the Golden Temple. It is wonderful that visitors continue to be spellbound by the high-tech multimedia showcases that feature visual, sound and light effects.”

Pilgrims and visitors entering the basement complex will first experience the fascinating pyramid projection titled “Jyot mein Jyot” in the first gallery. Over here, 10 Christie WU12K-M projectors are positioned around the base of the 10-sided inverted glass pyramid while the Christie Pandoras Box drives the content. The multimedia showcase portrays the preface to Sikhism by highlighting the 10 Sikh gurus and their teachings.

Known for its compact footprint and reliability, the Christie WU12K-M dual mercury lamp projector provides high-performance and feature-rich standards that users expect in all Christie products. Additional features such as embedded warping, blending and color matching, along with built-in portrait capabilities, offer even more installation flexibility for users. On the other hand, the Christie Pandoras Box family of hardware and software tools gives users complete control over the



▲ A combination of Christie Ultra Series FHD552-X LCD panels and Christie D12WU-H projectors deliver mesmerizing visuals in the third gallery



▲ The eye-catching holographic projection titled "Bani Guru-Guru hai Baani" in the fourth gallery

entire workflow, maximizing efficiency while unleashing creative possibilities to enable the creation of amazing visual experiences.

The second gallery, titled "The History of the Golden Temple", is a spectacular presentation featuring an immersive 270-degree projection made possible by 10 Christie D12WU-H projectors installed overhead around the gallery, and Christie Pandoras Box. The 15-minute presentation relates how the holiest shrine came into being through the use of animated video contents, archival video footages and an engaging voiceover narration.

Ideal for medium-to-large venues, the Christie D12WU-H can be set-up in any orientation, and offers a full suite of lenses to meet even the most challenging projection needs. With superior image quality, flexible connectivity and less than half the noise of competitive products, the D12WU-H makes itself seen, not heard.

Visitors entering the third gallery are greeted by an impressive overhead layout

of 72 Christie Ultra Series FHD552-X LCD Panels which are used to deliver an immersive presentation to describe the ongoing routine activities underway in the Golden Temple. These ultra-narrow bezel 55-inch displays offer the perfect, professional-grade, tiled LCD panel solution for a wide range of digital display wall applications. With its full HD resolution, high pixel density and an LED-backlit screen, the FHD552-X delivers sharp images at any distance with controlled brightness suitable for a variety of indoor environments. Another highlight is the lifelike projection on a highly detailed Golden Temple model in the middle of this gallery using four Christie D12WU-H projectors.

In the fourth and final gallery titled "Bani Guru-Guru hai Baani", an eye-catching holographic projection using four Christie D12WU-H projectors is used to highlight the importance and teachings of Guru Granth Sahib. The contents shown in this meticulously designed gallery, similar to those previously mentioned, are powered by the Christie Pandoras Box.

Rajesh Patkar, Deputy General Manager, Christie India, said, "The Golden Temple is an important place of worship and pilgrimage for members of the Sikh faith, and this high-tech basement plaza has become a not-to-be-missed destination for both pilgrims and visitors alike. We're honoured that our state-of-the-art M Series and H Series projectors, Ultra Series LCD panels, and Pandoras Box system are chosen to be installed in the galleries to showcase the rich heritage of the Sikh community and history of this holy shrine. Designhabit has accomplished a marvellous job of designing the galleries infused with traditional history and heritage, which in turn inspires visitors with a renewed relevance of the message of the great Sikh gurus for the world today."

Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.

Corporate offices

Christie Digital Systems USA, Inc.
Cypress
ph: 714 236 8610

Christie Digital Systems Canada Inc.
Kitchener
ph: 519 744 8005

Worldwide offices

Australia
ph: +61 (0) 7 3624 4888

Brazil
ph: +55 (11) 2548 4753

China (Beijing)
ph: +86 10 6561 0240

China (Shanghai)
ph: +86 21 6278 7708

France
ph: +33 (0) 1 41 21 44 04

Germany
ph: +49 2161 664540

India
ph: +91 (080) 6708 9999

Japan (Tokyo)
ph: 81 3 3599 7481

Korea (Seoul)
ph: +82 2 702 1601

Mexico
ph: +52 55-4744-1790

Republic of South Africa
ph: +27 (0) 11 510 0094

Russian Federation
and Eastern Europe
ph: +36 (0) 1 47 48 100

Singapore
ph: +65 6877 8737

Spain
ph: +34 91 633 9990

United Arab Emirates
ph: +971 4 3206688

United Kingdom
ph: +44 (0) 118 977 8000

United States (Arizona)
ph: 602 943 5700

United States (New York)
ph: 646 779 2014

**Independent sales
consultant offices**

Italy
ph: +39 (0) 2 9902 1161



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