

CASE STUDY



INAUGURATION OF **BANJARA HERITAGE NANGARA MUSEUM** BY PM; SHOWCASING 700 LOOK2INNOVATE AUDIO GUIDE TECHNOLOGY INSTALLED BY STAPES, ON OCTOBER 5



Stapes India and Look2Innovate Audio Guide System Enhance Visitor Experience at Banjara Virasat 'Nagara' Museum

The Banjara Virasat 'Nagara' Museum in Pohradevi, Washim district of Maharashtra, is the latest success for Stapes India, who proudly introduced their advanced Look2Innovate audio guide system in this significant cultural project. Dedicated to the Banjara community, this five-story museum was inaugurated by Prime Minister Narendra Modi on October 5, reinforcing Pohradevi's position as a revered site and cultural hub for the Banjaras, known as the "Kashi of the Banjara Community." The region is also home to the tomb of Sant Sewalal Maharaj, a spiritual icon, and the shrine of Ramraobapu Maharaj.

Project Scope and Technology Installation

Stapes India installed 700 hands-free audio guides from the Look2Innovate series, ensuring that each visitor experiences a seamless, immersive audio journey. The museum features 13 galleries dedicated to Banjara heritage, with exhibits that span from historic artifacts and portraits of Banjara leaders to in-depth displays on traditional lifestyles, religious practices, and the community's historical movements. The audio guides automatically provide detailed narrations in sync with each exhibit, enabling a rich, uninterrupted learning experience.



Museum Highlights with Look2Innovate Audio Guide Technology

- **700 TWISTER AG Headsets:** The museum is equipped with 700 state-of-the-art TWISTER AG headsets, ensuring every visitor has access to a high-quality audio experience.
- **Multilingual Support:** The audio guides offer narrations in three languages, enhancing accessibility for a diverse audience and enabling a richer understanding of Banjara heritage.
- **Complete Hands-Free Operation:** Designed for ease of use, the TWISTER AG headsets allow for seamless, hands-free operation, enabling visitors to fully engage with the exhibits without distractions.
- **Video Synchronization:** The audio guides sync effortlessly with video presentations in the museum galleries, providing a synchronized, immersive audio-visual experience.
- **3D Surround Sound:** Featuring 3D surround sound technology, the headsets create a captivating and immersive effect, bringing Banjara culture to life through rich audio layers.
- **Automatic Audio Triggering:** Each audio guide is automatically triggered as visitors approach exhibits, ensuring contextually relevant information with no manual input required.
- **Theft Prevention:** Equipped with theft alarms, the devices are secure, allowing the museum to maintain its high-quality offerings without interruptions.
- **Efficient Charging Setup:** A total of 35 chargers are available at the reception area, ensuring the headsets are always charged and ready for new visitors.
- **Advanced Technology from Luxembourg:** In partnership with Look2Innovate SA, Luxembourg, Stapes India brings cutting-edge European audio guide technology to enrich the visitor experience and ensure the museum sets a global standard in cultural immersion.



Museum Highlights

Designed by Delhi-based creative firm Design Habit under the leadership of Amardeep Behel, the museum is an interactive, multimedia space that preserves and celebrates Banjara history. Through galleries dedicated to art, crafts, religious practices, and traditional customs, the museum provides a comprehensive insight into Banjara life. The facility also includes innovative features like virtual reality stations, adding a modern touch to cultural storytelling.

“The Banjara Virasat ‘Nagara’ Museum is a monumental tribute to the rich heritage of the Banjara community. This museum not only preserves the history and traditions of this vibrant culture but brings it to life in a way that is both engaging and enlightening. With the latest in audio-visual technology, visitors are offered an immersive journey through the community’s legacy, bridging the past with the present in a truly remarkable way. It’s a proud day for Maharashtra and for all who celebrate India’s diverse cultural heritage.”

— Hon’ble Prime Minister Narendra Modi





Significance and Impact

The Banjara Virasat 'Nagara' Museum is not only a tribute to Banjara heritage but also an essential part of a larger cultural and tourism initiative led by Guardian Minister Sanjay Rathod. The museum is expected to draw national and international tourists, boosting local tourism and transforming Pohradevi into a prime cultural and religious destination. The project received significant attention, with key dignitaries such as the Governor of Maharashtra and the Chief Minister attending the grand opening, underscoring the project's importance.

By merging cultural preservation with cutting-edge technology, Stapes India and Look2Innovate have set a new standard for cultural museums, further solidifying their position as leaders in advanced audio guide solutions in India's cultural and heritage sectors.