



# Cultural XR Magazine

Crafted in place. Authored for memory. Experienced through presence.



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mind

## Immersive Media as Cultural Infrastructure

At Cultural XR Magazine, we bring the spirit of different places to life through immersive editions. By sharing their sights, sounds, and stories, we celebrate and promote cultural heritage from around the world.

Each edition features high-quality video and Dolby Atmos audio, allowing you to hear waves, wind, and footsteps just as if you were really there. It’s as if the storytellers are right beside you, sharing each moment.

These experiences enable those who cannot travel to connect with new locations while helping travelers feel more prepared. We collaborate with cultural experts to create meaningful experiences that honor the unique identity of each culture.

## How We Build Presence

Each edition combines:

**Stereoscopic video** captures depth just like our eyes do, and spatial audio creates 3D soundscapes you can feel all around you.

**We collaborate** with cultural experts to craft each story, its rhythm, and its cultural nuances.

All projects are:

- Filmed on location**
- Designed to move you emotionally**
- Published on visionOS and Android XR**

We create a sense of presence through details like children’s laughter, tea ceremonies in motion, and the quiet of Arctic air.

*Presence connects. It stays with you.*



## From Brand Storytelling to Cultural Presence

Our team brings decades of experience in creating large-scale experiential installations for prominent clients, including Ferrari, Chanel, Mercedes-Benz, and leading institutions across Europe and Asia.

This background enables us to deliver cinema-quality productions, understand how to work across cultures, and meet the high standards expected by major institutions.

Through XR experiences, we create immersive stories that extend beyond branded events and contribute to cultural heritage. We focus on thoughtful design, authentic presence, and global reach.

## Why It Matters

Cultural knowledge disappears when storytellers pass away. Heritage sites change. Traditions evolve. Without preservation through presence, future generations lose the sense of standing in these places and hearing these voices.

XR technology goes beyond capturing images. It recreates the feeling of being truly present, helping to preserve cultural memory and making it accessible to people everywhere.

pinkpulse XR is cultural infrastructure for the next century.





# Production Team

## Concept & Direction

Oliver Schulte — Creative Director & Lead Researcher

## Production

Li Kun Liang – Line Producer  
Weiyi Jin – Line Producer  
Tang Lang – Production Coordinator  
Oliver Schulte – Director of Photography  
Zhu Ye Run – Director of Photography  
Kuki Huang – Field Recording

## Postproduction

Oliver Schulte – Lead Editor  
Tang Lang – Colorist

## Sound & Design

Sound Design & Mixing – Kuki Huang  
Wang Chang Qiao – Visual Design

## Distribution

Apple Vision Pro Store and global XR platforms

## Creative & Media Ecosystem

Including Aputure, Apple, and Blackmagic

## Institutional Alignment

UNESCO Cultural Memory

## Initiatives

BRICS Media & Cultural Exchange  
Belt & Road Immersive Access



## Building Spatial Presence

We film with stereoscopic cameras to capture depth, shape, and scale, just as the human eye perceives them.

Spatial audio adds depth and movement to the experience, helping to create soundscapes that can trigger memories and emotions.

Our XR editions utilize head tracking and movement to enhance your sense of presence and immersion.

## Beyond Flat Media

Audiences are moving beyond flat video to experiences that make them feel truly present.

With Extended Reality (XR) technology, you can capture memories as they happen, blending what you see and hear with a real sense of place for experiences you won't forget.

Our editions let you explore places and meet the people who live there, giving you experiences that feel as memorable as traveling in person.



## Cultural Access for All

XR experiences enable people who are unable to travel due to distance, mobility, or other reasons to connect with their cultural heritage.

Our editions let more people enjoy culture wherever they are.



"in memory, Kulangsu" - Edition Zero  
captured on Gulangyu Island, Xiamen  
(UNESCO World Heritage Site, 2024)

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Stories you step into.





"in memory, Kulangsu" spatial audio/video production, filmed during China's National Holiday, 2024, on Gulangyu Island, Xiamen (UNESCO World Heritage Site)

# Immersive Diaries

Our spatial audio series offers cultural storytelling through sound alone.

These 3D audio journeys transport listeners into real environments with depth, direction, and texture. They work as standalone experiences for budget-conscious heritage sites or as supplementary extended video editions.

Audio-only preservation that still creates a powerful presence.

# Spatial Audio

Spatial audio is designed to replicate how we perceive sounds in real life, taking into account distance, direction, and resonance.

Instead of just left and right channels like traditional stereo, it places sounds all around you, making the experience feel more real and immersive.

This approach shapes how we remember and experience sound in a space. It’s best enjoyed with Dolby Atmos or other spatial audio systems.







"in memory, Kulangsu" spatial audio/video production, filmed during China's National Holiday, 2024, on Gulangyu Island, Xiamen (UNESCO World Heritage Site)

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## Who We Are

Cultural XR Magazine is led by Dr. Oliver Schulte, a German media artist with over 25 years of international experience in immersive cultural projects.

His six-year project, Memoria Norway, received Royal Patronage from Her Majesty Queen Sonja of Norway. He spent eight years as a New Media Professor at leading Chinese universities. In 2024-25, he developed a methodology for cultural XR experiences that preserve living memory through spatial presence.

His commercial work includes creating immersive experiences for clients such as Ferrari, Chanel, and Mercedes-Benz.

Schulte is based in Hong Kong and connects Northern, Eastern, and Western cultures through his work, from Arctic landscapes to Asian heritage sites.

## Edition Zero

“in memory, Kulangsu” is the cultural XR prototype of pinkpulse XR.

Every future edition, whether set in Africa or the Arctic, builds on this foundation. Each edition offers unique XR experiences created with high-resolution photography, spatial audio, and stereoscopic video.

This is presence we aim to create, no matter where our journey takes us.

# Let's Talk

Cultural heritage is best experienced through direct presence: standing in a place, hearing voices, and engaging with stories firsthand.

If you are developing cultural projects that require immersive storytelling, we welcome the opportunity to discuss how we can support your work.

We look forward to exploring new opportunities for collaboration.



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# pinkpulse XR

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