

## 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:

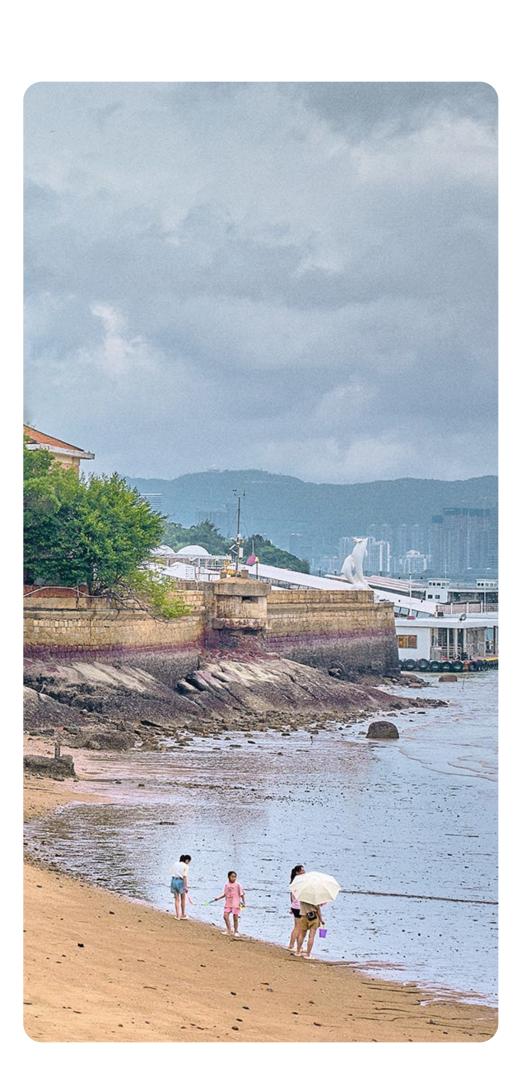
Filmed on location

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.

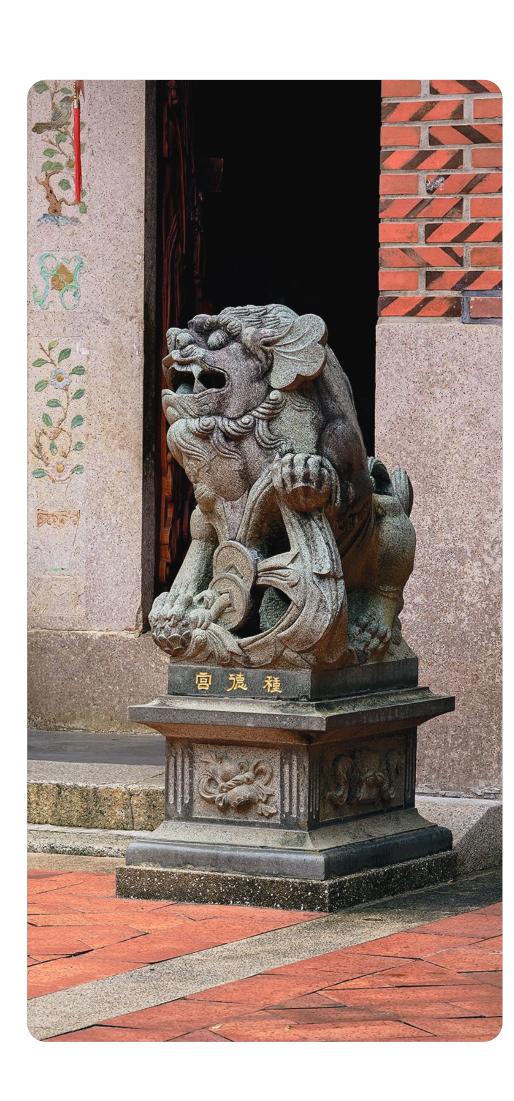
## Why It Matters

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.

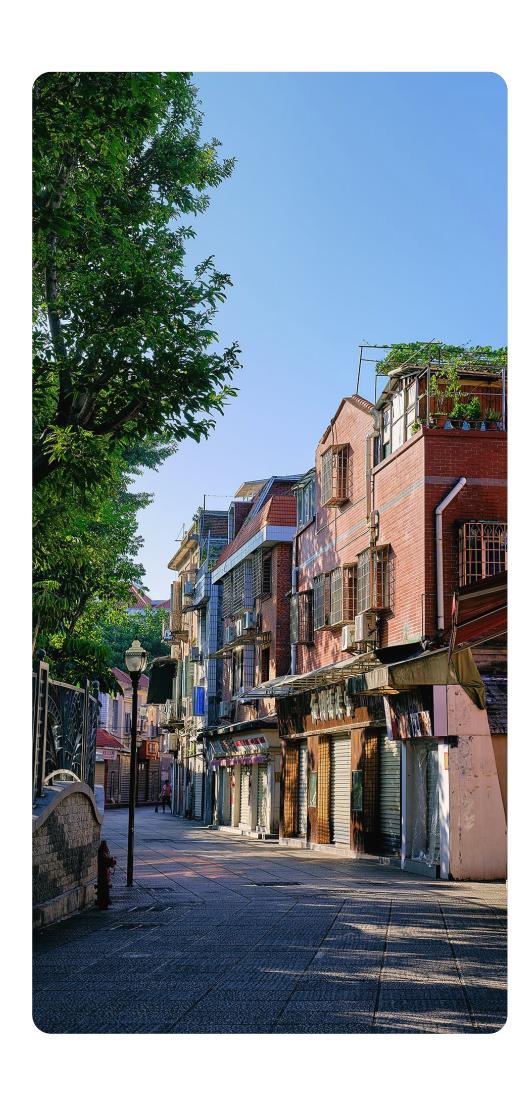


## Cultural Access for All

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.







## 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.

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





## 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 202425, 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.

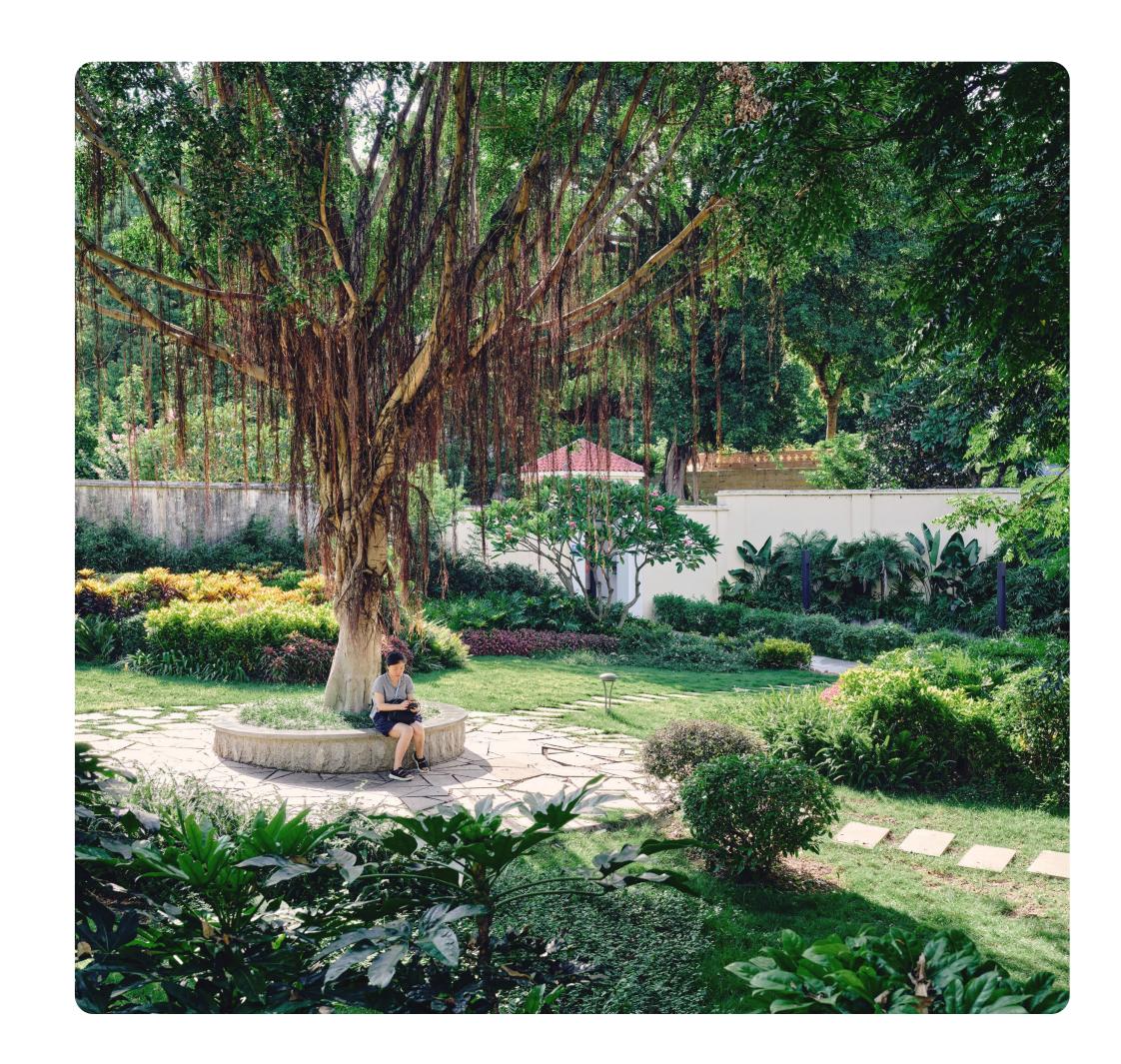
This is presence we aim to create, no matter where our journey takes us.

## Let's Talk

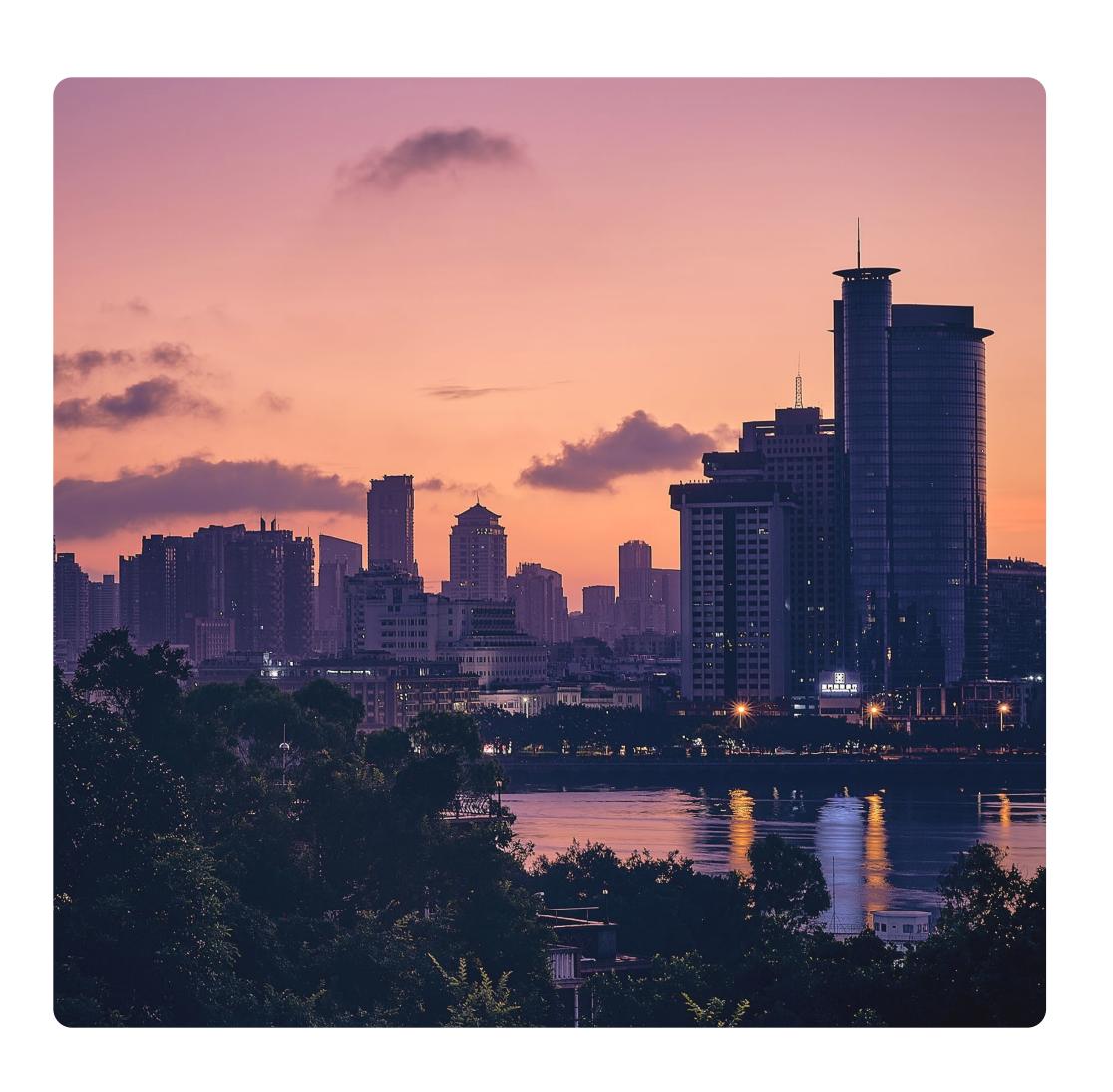
Cultural heritage is best experienced through direct presence: standing in a place, hearing voices, and engaging with stories firsthand.

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.







# pinkpulseXR

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All photography © Oliver Schulte

Contact: hello@pinkpulse.asia

Phone: +86 177 0600 8008

Email: hello@pinkpulse.asia

Web: pinkpulse.asia