



Immersive Cultural Presence

Crafted in place. Authored for memory. Designed for global resonance.

The world's first authored XR cultural archive preserving heritage through perceptual presence.



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Immersive Media as Cultural Infrastructure

How We Build Presence

Cultural memory lives through perception: in experience | in presence | in emotion.

pinkpulse XR creates immersive cultural editions that convey the essence of places, their sounds, and resonances, extending cultural heritage across borders and generations.

Each edition is authored as a perceptual composition: emotionally attuned, spatially crafted, and editorially directed.

These experiences strengthen access for those unable to travel and deepen intention for those preparing to go.

Created in collaboration with cultural custodians, our experiences bridge Eastern heritage with global audiences while preserving authentic cultural dignity.

Each edition is composed from:

- Stereoscopic video:** reflecting natural depth and perspective (capturing depth as human eyes perceive it)
- Spatial audio:** shaping rich, resonant sonic environments (3D soundscapes with directional precision)
- Editorial authorship:** crafting story, rhythm, and cultural flow (curated with cultural experts, not generic documentation)

All projects are:

- **Directed on location**
- **Authored for emotional resonance**
- **Published on VisionOS and Android XR**

We shape presence through detail: the wind in stone alleys, the precise movements of tea ceremony, the stillness of Arctic air.”

Presence connects. It stays with you.



From Brand Storytelling to Cultural Presence

Our team brings decades of experience crafting immersive narratives for global clients, including Ferrari, Chanel, Mercedes-Benz, and leading institutions across Europe and Asia.

This commercial mastery taught us how to create emotional connections at scale—now applied to preserving cultural heritage with institutional precision.

This shaped our approach to:

- **Design for emotion**
- **Scale cultural presence across platforms**
- **Deliver precision under pressure**

With authored XR, immersive storytelling evolves from branded experience to cultural memory: crafted with precision, shaped for presence, and shared across borders.

Why It Matters

Immersive cultural editions:

- **Inspire meaningful travel**
- **Deepen local identity**
- **Strengthen soft diplomacy**
- **Expand cultural access across borders**

These immersive editions invite presence, deepen empathy, and extend cultural memory to global audiences.

From European Arctic to Southeast Asian heritage sites, our platform preserves the emotional essence that defines cultural identity.



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Leadership

Concept, Director & Lead Researcher

- Dr. Oliver Schulte

Production Capabilities

- Established teams
- Specialists in stereoscopic cinematography, spatial audio engineering, and cultural consultation
- Cinema-grade equipment partnerships (Aputure, Apple, RED Digital Cinema)

Institutional Alignment

- UNESCO Cultural Memory Initiatives
- BRICS Media & Cultural Exchange
- Belt & Road Immersive Access
- XR Cultural Network (VisionOS & Android XR)



Immersion by Design

We film with stereoscopic rigs to capture how we truly perceive the world: depth, shape, and scale.

We spatialize sound to simulate distance, movement, and atmosphere, creating sonic environments that evoke memories and emotions.

Our XR editions incorporate head tracking and gesture-based interaction to deepen the sense of presence.

The result: the feeling of being there.

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Beyond Flat Media

Audiences are shifting from flat formats to immersive, perceptual storytelling.

Extended Reality (XR) technology—blending physical and digital worlds—captures memory in motion, merging sound, place, and presence into shared experience.

Cultural destinations evolve by reimagining the medium.

XR captures memory in motion, merging sound, place, and presence into shared experience.

Our editions are emotionally shaped, spatially grounded, and made to be remembered.



Cultural Access for All

Immersive media enhances cultural access for individuals with mobility, sensory, or geographic limitations.

We design for empathy that culture can be felt by anyone, anywhere.



"in memory, Kulangsu"
immersive work integrated
into immersive video,
presented within a visionOS
environment (Xiamen,
Gulangyu, 2024)

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Cultural Presence

Stories you step into.

Our immersive platform transforms cultural narratives into authored editions, blending text, spatial audio, and stereoscopic video into a single spatial format.

Each edition is emotionally crafted and navigated by theme, motion, and memory: inspired by the zoetrope and designed for exploration.

Created in collaboration with cultural institutions, each edition preserves authentic heritage experiences curated by cultural experts, not tourism marketing.

Built for Apple visionOS and Android XR, it offers institutions and creators an immersive format for cultural storytelling that moves across borders through presence.



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

Immersive Diaries

Sonic Travel

Our immersive podcast series transforms travel audio through spatial sound.

These 3D audio journeys carry listeners into real environments with depth, direction, and texture.

They speak from the place itself.

Spatial Audio

Spatial audio mirrors how we naturally perceive the world, taking into account distance, direction, and resonance.

Unlike traditional stereo audio, spatial audio places sounds in 3D space around the listener, creating immersive sonic environments that feel naturally present.

It creates sonic architecture: memory shaped by space and sound.

Optimized for playback in Dolby Atmos and Spatial Audio environments.





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Perceptual Cultural Infrastructure

Technical layer	Why it matters to heritage
16 K stereoscopic video	Records sites at human-eye fidelity—details survive future screens
Dolby Atmos spatial audio	Restores ritual sound-fields. Recreates natural acoustics—sounds positioned in 3D space
Editorial authorship	Experts curate narrative; no crowd sourced clips





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Who We Are

pinkpulse is led by Oliver Schulte, a German New Media artist and XR pioneer with two MFAs and a Ph.D.

His work spans immersive storytelling from the Arctic to China, blending cultural heritage with emerging technological form.

He has created commissioned works for global brands, cities, and institutions.

A former Professor of New Media, Schulte brings 25 years of cross-cultural experience to every edition, shaping stories that transcend language, memory, and space.

His work bridges Northern, Eastern, and Western cultures through authored XR experiences, creating mutual understanding and connection that transcends geographic boundaries.

Our Cultural Prototype

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

From Uganda to the Arctic, every future edition builds on this foundation: authored XR experiences, composed from high-resolution photography, spatial audio, and stereoscopic video.

This is the presence we craft, wherever we go.

Let's Talk

Ideas spark interest. Relationships
build momentum.

If you believe cultural tourism should
feel alive: immersive, intentional,
and lasting, we speak the same
language.

Let's create presence together.







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We welcome collaboration and conversation. Reach out anytime.
We're glad to connect. Let's shape the future of cultural
presence together.

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