

ONE Pulse ODC – Official Press Kit

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1. Executive Summary

ONE Pulse ODC is a global live format that explores origin, identity, and cultural resonance through weekly, unscripted journeys.

Each week, a prominent personality returns to their U.S. state of origin—to the places, people, and cultural influences that shaped them. There is no competition, no elimination, and no script. The focus is not performance, but presence.

At its core, ONE Pulse ODC is built around five interconnected dimensions:

AI & Context (Radius T-Core)

Radius T-Core functions as an AI compass throughout the journey—providing cultural context, historical knowledge, routes, myths, data layers, and real-time resonance signals.

Music & Cultural Expression

Each week features a dedicated “*Song of the Week*,” created by a composer with a direct connection to the place of origin. Music becomes a cultural artifact rather than a soundtrack.

Live Experience & Journey

The format unfolds live and in real time. Arrival, encounters, rituals, creative sessions, and the final musical moment form a continuous journey—curated, but unscripted.

Community & Viewers

The audience is not passive. Viewers actively participate through live voting, questions, cultural insights, local recommendations, and resonance impulses that shape the journey.

Origin & Identity

At the center of every week is origin—not as nostalgia, but as lived identity. ONE Pulse ODC asks how a person reconnects with the place they come from, today.

The distinctive value of ONE Pulse ODC lies in how it measures impact: not through ratings or performance metrics, but through **resonance**.

The **Lux Value** translates aggregated public audience responses across social platforms—such as engagement, sentiment, and interaction patterns—into a structured resonance profile and heatmap.

Heartbeat USA, spanning 50 states and 50 weeks, marks the first chapter of the format and serves as its cultural and structural proof of concept.

ONE Pulse ODC is conceived as a long-term cultural format designed to expand over time.

2. About Rio Martin

Rio Martin is the German creator behind ONE Pulse ODC—a global live format connecting music, AI, cultural origin, and immersive storytelling.

A musician for over four decades and an entrepreneur for more than 30 years, he has been deeply rooted in media and format development for over twenty years. With ONE Pulse ODC, he develops a cultural project that bridges technology and human experience.

Shaped by decades of pop-cultural influence and a strong understanding of global trends, Rio Martin explores new forms of live storytelling where personal origin, local culture, AI guidance, and audience participation merge into a shared experience.

Based in Münster, Germany, he orchestrates the international ONE Pulse ODC project, coordinating creative partners, technology experts, and artists across more than 200 countries.

His approach is apolitical, culture-driven, and centered on human resonance.

3. ODC Background

ONE Pulse ODC is a live format that follows a prominent personality through their state of origin each week. The focus lies on encounters, regional identity, cultural nuance, and the question:

What remains of “home” when a person returns?

Each week unfolds as a curated real-time journey: arrival, local encounters, cultural rituals, creative sessions, live community impulses, and a musical finale. The experience is continuous, authentic, and unscripted.

Core Mechanics

- Live accompaniment 24/7 (curated, not scripted)
- Radius T-Core as the AI compass
- *Song of the Week* as a cultural artifact
- Resonance measurement via the Lux Value
- Spatial-technology-supported visualization
- Global audience interaction
- Archiving each week in the ONE Pulse ODC cultural archive

Season Structure

- **Heartbeat USA** (50 weeks / 50 states)

4. Timeline

- 2020 – Initial concept: culture and live storytelling
 - 2021–2023 – Concept development, mechanics, structural design
 - 2024 – Radius T-Core emerges as an integrated system
 - 2025 – IP structure, media preparation
 - 2026–2028 – *Heartbeat USA* (Season One)
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5. Media FAQ

What differentiates ONE Pulse ODC from reality TV?

ONE Pulse ODC is live, unscripted, apolitical, and without competition. It focuses on resonance, not performance.

How does Radius T-Core support the live experience?

Through cultural context, historical knowledge, data layers, routes, myths, and AI-assisted resonance mapping.

What is the Lux Value?

A resonance metric based on aggregated public audience signals across social platforms—such as engagement, sentiment, interaction, and participation—translated into a Lux score and visual heatmap.

What role does music play?

Each week features one *Song of the Week*, composed by a musician connected to the place of origin. Music functions as a cultural expression, not background scoring.

How is the community involved?

Through live voting, questions, cultural input, local recommendations, and resonance impulses.

How does ODC protect personal rights?

There are no hidden cameras. All encounters are voluntary. The format is respectful and human-centered.

Why start in the USA?

Fifty states create fifty clearly structured weeks. The USA provides a strong cultural and dramaturgical starting point.

6. Analyses & Background Articles

Three background articles are available for editorial use:

- Society & Culture (PDF)
- Technology & the Future (PDF)
- Business & Strategy (PDF)

(Referenced here; full versions available for download.)

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