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**Hong Kong Design Institute collaborates with  
artificial intelligence technology company Pulse9 for  
'IINTERNITI + U - A Korean Virtual Idol Exhibition'**

*For the first time, Hong Kong audiences can have the opportunity to interact with the world's debut artificial intelligence-driven virtual idol group in real time.*

*Decipher the behind-the-scenes production process of AI idols and delve into the future development and trends of the entertainment industry.*



*The world's first artificial intelligence-driven virtual human girl group- IINTERNITI*



*The 'IINTERNITI + U - A Korean Virtual Idol Exhibition'*

**(Hong Kong, December 20, 2024)** The year is the “Korean Design Year” for the Hong Kong Design Institute (HKDI). To strengthen the cooperative relationship between the institute and the Korean design community, HKDI is delighted to announce a partnership with the artificial intelligence technology company Pulse9 to host the 'IINTERNITI + U - A Korean Virtual Idol Exhibition' from today until 13 April 2025, with the opening ceremony taking place today.

Through interactive screen devices and Deep Real AI technology, visitors will be able to engage in unprecedented real-time interaction with IINTERNITI - the world's first artificial intelligence-driven virtual human girl group- right here in Hong Kong. Attendees can also learn about their behind-the-scenes production process as well as glimpse the future of the entertainment industry. In addition, HKDI students and IINTERNITI members will transcend reality and present various innovative design works in the exhibition.



(L) Pulse9 CEO, Ms. Jenna PARK; (R) Dr ONG Lay-lian, Principal of HKDI and IVE (Lee Wai Lee)

Dr ONG Lay-lian, Principal of HKDI and IVE (Lee Wai Lee), said, "HKDI focuses on vocational education and has been committed to promoting collaboration with the industry to explore new directions in digital media. This year, we have launched Hong Kong's first virtual idol, Vi. We hope to embody the cultural exchange between Korea and Hong Kong in digital media through the 'IINTERNITI + U' exhibition, and jointly present the future of the entertainment industry."

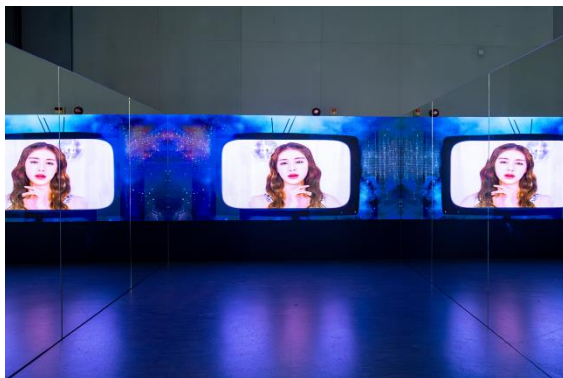
'IINTERNITI + U - A Korean Virtual Idol Exhibition' invites the audience into this enchanting world, where data is transformed into light, offering an interactive experience with AI. The virtual idol group IINTERNITI stands at the forefront of this new era, breaking existing artistic boundaries and creating unprecedented innovative works by integrating pop music and artificial intelligence.

Just as RGB primary colours come together to form a single light beam, countless three primary color data create a dazzling data nebula through generative deep learning technology, giving birth to the eleven IINTERNITI members. This nebula is not a mere collection of information, but a living universe that constantly evolves through interaction with its audience. Fostering meaningful and creative exchanges, the exhibition showcases the future of artificial intelligence media and invites 'U' (a homophone and abbreviation of "You" in English) to explore a sensory world where light and data converge.



*The birth of the eleven IINTERNITI members*

### Get a glimpse of the data cosmos with the help of infinite reflection mirrors



*IINTERNITI 's music videos and performances*

The main feature of this exhibition is the use of infinite reflecting mirrors, which allow the audience to glimpse this magnificent data nebula. At the centre of the exhibition, viewers find themselves in a mirrored room equipped with a large LED screen that showcases IINTERNITI 's music videos and performances. The mirrored walls create a captivating infinite reflection effect, allowing the audience to immerse in the centre of an endless world. Here, under the interlacing and dispersion of light and data, they can meet the AI idol IINTERNITI.

### Real-time conversations with IINTERNITI

The projection installation in the exhibition creates an interactive experience for real-time conversations with IINTERNITI members. The 86-inch projection boxes at the exhibition entrance display IINTERNITI members at a 1:1 ratio and feature a real-time conversation function supported by artificial intelligence programs. Viewers can talk to one of the IINTERNITI members, Sarang and, gaining insight into her unique personality and musical world. 'IINTERNITI + U – A Korean Virtual Idol Exhibition' uses light and data to create moments that connect the audience and artificial intelligence, offering an intimate and personalised music experience. It showcases brand-new innovations brought about by the integration of pop music and forward-looking technology, pushing the possibilities of idols to unprecedented levels.



*IINTERNITI 's music videos and performances*

#### **HKDI students and IINTERNITI members transcend reality and present innovative design works**



*Innovative designs by HKDI students from the Department of Communication Design, Digital Media, and Fashion and Image Design*

The exhibition displays innovative designs by HKDI students from the Department of Communication Design, Digital Media, and Fashion and Image Design, reflecting the intersection of creativity and technology through the lens of their generation. Visitors can find six works selected from the 'NEW FASHION FORCE 2024' graduation fashion show, designed by the latest graduates from Higher Diploma in Fashion Design. These garments will be transformed into styles for virtual idols, demonstrating the applications of fashion design in the digital world and their possibilities. Elsewhere, the audience can also enjoy the debut single 'Point Line Surface Collision' by virtual idol Vi, presented by the

Department of Digital Media. They have invited Zae-in from the Korean virtual idol group IINTERNITI for a cross-border collaboration. Also, the Department of Communication Design and Pulse9 collaborate and create a unique and engaging series of merchandise, blending innovative design with the dynamic world of music, enhancing the fan experience, and expanding IINTERNITI's brand identity.



*Vi and Zae-in from IINTERNITI present 'Point Line Surface Collision'*

IINTERNITI is a groundbreaking virtual idol group created using Pulse9's proprietary 'Deep Real AI' technology. Composed of 11 distinct members with unique personalities and talents, IINTERNITI captivates global audiences with virtual concerts, media projects, or fan interactions, embodying a futuristic yet relatable take on idol culture. IINTERNITI

continues to push the boundaries of what is possible in the entertainment world, representing the next generation of K-pop with AI-driven artistry.

Exhibition Details:

**IINTERNITI + U – A Korean Virtual Idol Exhibition**

Exhibition Date :	Today till 13 April 2025
Exhibition Opening Hours :	10 AM—8 PM (Close on Tuesdays)
Address :	Experience Centre (C002) Hong Kong Design Institute 3 King Ling Road, Tiu Keng Leng Tseung Kwan O, New Territories (Tiu King Ling MTR Station Exit A2)
Website :	<a href="https://hkdi.edu.hk/tc/hkdi_gallery/exhibition/iinterniti">https://hkdi.edu.hk/tc/hkdi_gallery/exhibition/iinterniti</a>
Facebook & Instagram :	hkdi.gallery
Enquiry:	3928 2566

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This press release is distributed by Sives Communications on behalf of Hong Kong Design Institute (HKDI).

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**About Hong Kong Design Institute**

Hong Kong Design Institute (HKDI) is a member of VTC Group. HKDI was established in 2007 with the mission to be a leading provider of design education and lifelong learning, including architecture, interior and product design, communication design, digital media, and fashion and image design. With a view to providing professional designers for the creative industries, it promotes the “think and do” approach and encourages interdisciplinary synergy in its broad range of design programmes that cultivates students’ cultural sensitivities and sense of sustainability. HKDI maintains a strong network with industry and provides its students with essential practical experience. Overseas exchanges are actively arranged for students to broaden their international perspective.

Website: [www.hkdi.edu.hk](http://www.hkdi.edu.hk)

### **About HKDI Gallery**

HKDI Gallery is a dynamic exhibition arm of HKDI, which is dedicated to present the exposition of cutting edge, top-notch international exhibitions and contemporary issues on design. In addition, HKDI Gallery also aims to support HKDI as one of the centres of design education in the region and promote design culture in Hong Kong.

HKDI Gallery engages with parties at home and abroad, including internationally acclaimed museums, designers and curators. With contemporary design as the cornerstone, it presents a series of top-notch exhibitions every year ranging from; graphic design, architecture, fashion, product design, multimedia and so on. This has included the following; exhibition for Zaha Hadid Architects, the retrospective for the Pritzker Prize-winning Spanish architect Rafael Moneo, the solo exhibition for the renowned Japanese designer Dai Fujiwara, the solo exhibition for the Oscar-winning artist Tim Yip, the retrospective for Hong Kong design legacy Kan Tai-Keung, the Asian debut largest solo exhibition for one of the most influential German industrial designer Konstantin Grcic and the exhibition of Japanese posters in 20th century, etc.

Through international exhibitions, HKDI Gallery turns itself into an education venue where design students, design community and general public can learn from the masters' works. It also actively engages with institute's students and external students with tailor-made tours, talk and panel discussions.

Website: [www.hkdi.edu.hk/hkdi\\_gallery](http://www.hkdi.edu.hk/hkdi_gallery)

### **About Pulse9**

Founded in 2017, Pulse9 is a cutting-edge technology company specialising in developing AI entertainer technology and artist IP. At the heart of Pulse9's innovation is its 'Deep Real AI' technology, which enables the creation of hyper-realistic virtual humans, revolutionising diverse fields such as virtual influencers, digital marketing, and entertainment. Pulse9 aims to build an AI entertainer platform that brings together AI-driven content creation and artist IP management. Pulse9 gained international recognition by launching IINTERNITI, the world's first AI-powered virtual girl group. Using Deep Real AI, the group has captured global attention, performing alongside K-pop stars like BTS and BLACKPINK at prestigious events such as the Hallyu! exhibition at London's Victoria and Albert Museum. By continuously expanding the possibilities of virtual and AI technologies, Pulse9 is setting the standard for the future of immersive, AI-powered media.

Website: <http://pulse9.net>

### **About virtual idol group IINTERNITI**

IINTERNITI is a groundbreaking virtual idol group created using Pulse9's proprietary 'Deep Real AI' technology. Composed of 11 distinct members, IINTERNITI captivates global audiences with their unique personalities and talents. The group has garnered significant media attention, with mentions from

outlets like France's AFP, China's CGTN, and BBC 100 Women, for IINTERNITI's role in advancing virtual entertainment. Whether performing in virtual concerts, starring in media projects, or interacting with fans, IINTERNITI embodies a futuristic yet relatable take on idol culture and captures the essence of a true digital idol group. From their debut single I'm Real to their latest releases, IINTERNITI delivers high-quality music and performances, leveraging cutting-edge AI technology to create mesmerising visual and auditory experiences. Each track features diverse genres, from electronic funk to ballads, reflecting the group's versatility and ability to connect with a global audience. IINTERNITI continues to push the boundaries of what is possible in the entertainment world, representing the next generation of K-pop with AI-driven artistry.