



## **Social Music VR Platform Endless Riff To Kick Off June 27 With Livestreamed Rockwood Music Hall Show In Virtual Environment**

*Open Beta Launch To Feature NYC's Beloved Animal Years, Grammy-Nominated All-Female Mariachi Band Flor De Toloache*

**New York, NY, June 22, 2017** - [Endless Riff](#), a social music virtual reality (VR) platform that gives fans new ways to experience and consume live, recorded and self-captured music together, will host an open beta launch of its partnership with New York City's [Rockwood Music Hall](#) on June 27 with a special livestreamed concert event in a stunning virtual environment.

Using networked VR tools, Endless Riff has created an intricate, virtual version of Rockwood Music Hall environment, allowing fans to walk to the balcony, hang out at the bar, interact with other concertgoers, and more. (For photos of the virtualized Rockwood, please visit [here](#).) The event will be headlined by Brooklyn-via-Baltimore's [Animal Years](#) and globetrotting all-female mariachi band [Flor De Toloache](#), as well as others to be announced.

Schedule for Endless Riff's beta launch event at Rockwood Music Hall on June 27:

**6:30pm ET** – (Doors)

**6:50pm ET** - Flor De Toloache

**7:45pm ET** – Animal Years

“We’re beyond excited for the non-stop music festival that is Endless Riff to officially debut its Rockwood Music Hall stage,” Mark Iannarelli, Endless Riff CEO, said. “Starting with shows livestreamed from Rockwood several times a week and then moving on to other venues and settings, more and more music lovers are going to see their favorite bands and discover new acts within this amazing virtual environment.”

“We are always looking for new ways to get Animal Years’ music in front of new eyes and ears in new settings, and Endless Riff is a brilliant way to do that,” Michael Morrison, manager of

Animal Years and founder of Groundwork Artist Management, said. “Rockwood Music Hall is one of the best venues in New York, and to give fans unable to make it out in person a chance to experience great live music in a virtualized version of it is an opportunity we couldn’t turn down.”

The platform is currently available in open beta in the Oculus Rift store, where users can watch curated playlists with friends (via life-like avatars) within the interactive app. It will become available on additional devices throughout 2017.

For more information, please visit [www.endlessriff.com](http://www.endlessriff.com).

### **About Endless Riff**

Endless Riff is a social music VR platform that provides new ways for fans to experience live, recorded and self-captured music together. A “virtual music festival,” Endless Riff allows music lovers to consume, communicate and bond over live performances, archived and exclusive “b-roll” content within existing, former, or new virtual venues. Using networked VR tools, the platform offers content across a broad variety of capture technologies including 2D, 3D and 360 degree video. Endless Riff was founded by CEO Mark Iannarelli and CTO Andrei Averbuch in 2015. For more information, please visit [www.endlessriff.com](http://www.endlessriff.com) or follow Endless Riff on [Facebook](#) and [Twitter](#).

### **About Rockwood Music Hall**

In the heart of New York City’s Lower East Side, Rockwood Music Hall hosts over 450 shows a month. Seven days a week, scores of local, national and globally known acts can be seen on its three intimate stages. Renowned for its world class sound and atmosphere, it’s no wonder GQ called it “The best place in the world to listen to new music”. For more information on Rockwood Music Hall, please visit [www.rockwoodmusichall.com](http://www.rockwoodmusichall.com).

### **Endless Riff Media Contact**

Kyle Wall

Jaybird Communications

[Kyle@jaybirdcom.com](mailto:Kyle@jaybirdcom.com)

570.575.3405