



Music VR Platform Endless Riff To Stream Band-Curated Umphrey's McGee Playlist and Lettuce Documentary

Fans of popular live favorites can watch together in immersive VR environments

New York, NY, July 19, 2017 – Beginning on Friday, July 21, fans of virtuosic rock band Umphrey's McGee and popular funk revival band Lettuce can now experience content from both acts in VR environments thanks to social music VR platform [Endless Riff](#).

After signing in to the Endless Riff platform via an Oculus Rift headset, users will be able to watch an exclusive band-curated Umphrey's McGee "umVR" video playlist and Lettuce's "funkumentary" *Let Us Play* in immersive, social VR environments, where they can interact with their friends and fellow fans in real time.

The "umVR" playlist will go live 12am the morning of July 21, and the world premiere of the *Let Us Play* in VR will take place later that night at 10pm EST/7pm PST; it will thereafter be available on-demand exclusively on Endless Riff's platform. For more info on getting Endless Riff and viewing content, please visit www.endlessriff.com or www.facebook.com/endlessriff/.

"Enjoying music is always more fun with friends, and that's especially true for artists like Umphrey's McGee and Lettuce, who have hardcore fan bases traveling all over the world to see them live," said Mark Iannarelli, CEO of Endless Riff. "With the Endless Riff VR platform, we can offer Lettuce and Umphrey's fans a brand new twist on that experience in which friends, family, and other music fans can join together no matter where they are, providing invaluable opportunities to connect and share their love of the music."

The 16-song "umVR" playlist features versions of Umphrey's favorites hand-selected by the band, including live versions of "Puppet String," and "All In Time," as well as a studio video for "Booth Love." In addition, it includes unique covers and a handful of the humorous videos that have become synonymous with UM over the years.

"Umphrey's McGee has always tried to be on the frontline of new technologies, from events where fans can text directions to the band mid-performance to allowing fans to live-stream the soundboard mix wirelessly via headphones," says Kevin Browning, Manager of Umphrey's McGee. "There are so many new possibilities with VR and music, and given how dedicated and

community-driven the Umphrey's fanbase is, letting fans experience UM together in a virtual setting was a no-brainer."

Filmed over a 6-month period, *Let Us Play* documents Lettuce's intense touring schedule and the creation of their 2015 album, *Crush*. Footage from live sets, recording sessions, interviews, and candid scenes from the road are all included in the 45-minute film, providing a well-rounded portrait of the band, their life, and what it takes to write, record, and promote a top-notch funk album.

"One of the main lessons I took away from my six months with Lettuce is that this band and their music are really all about community," said *Let Us Play* director Jay Sansone of Human Being Media. "That's why this film is a perfect fit for Endless Riff's VR platform, which will amplify that feeling with its virtual movie theater. I'm excited that fans of my film can now experience it in a new way, and hope it will further enhance their understanding of and appreciation for this band."

Endless Riff will be available on additional devices later in 2017. For more information, please visit www.endlessriff.com.

About Endless Riff

Endless Riff is a virtual reality 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 concerts, 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 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. The company plans to offer a variety of branded content experiences along with the virtualization of cherished music venues from across the globe, beginning with New York City's Rockwood Music Hall this spring.

For more information on Endless Riff, visit www.endlessriff.com.

About Umphrey's McGee

After 19+ years of performing more than 100 concerts annually, releasing nine studio albums and selling more than 4.2+ million tracks online, Umphrey's McGee might be forgiven if they chose to rest on their laurels. But then that wouldn't be consistent with the work ethic demonstrated by the band, which consistently attempts to raise the bar, setting and achieving new goals since forming on the Notre Dame campus in South Bend, Indiana, in 1997. After releasing their ninth studio album, *The London Session*, recorded in the legendary Studio Two at Abbey Road, Umphrey's pushes the envelope yet again with the release of *ZONKEY*. An album of 12 unique mashups, conceived and arranged by the band, *ZONKEY* is as seamless as it is bizarre, playful as it is razor sharp.

About Lettuce

For more than two decades, Lettuce have brought a new vitality to classic funk, matching their smooth and soulful grooves with a hip-hop-inspired urgency. Their latest offering, Mt. Crushmore EP, showcases the exceptional musicianship and improvisational, rhythmic genius that fans have come to expect. Comprised of a stellar group of musicians –Drummer Adam Deitch, guitarists Adam Smirnoff and Eric Krasno, bassist Erick “Jesus” Coomes, keyboardist Neal Evans, keyboardist and vocalist Nigel Hall, saxophonist Ryan Zoidis, and trumpet player Eric Bloom—the band consistently displays an applauded mastery of their respective crafts. Blending together these talents in a sound distinctly their own, Lettuce has garnered praise by the likes of New York Times, NPR, Billboard, Consequence of Sound, Relix, Red Bull Music, Live For Live Music, and more.

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