



## Drive-By Truckers' Patterson Hood To Livestream NYC Show In VR

*Fans can watch December 1 show with Oculus Rift headset*

**New York, NY, November 21, 2017** – Singer-songwriter and Drive-By Truckers co-founder [Patterson Hood](#) will livestream his sold-out December 1<sup>st</sup> solo show at New York City's [Rockwood Music Hall](#) as a social, virtual experience exclusively through social music VR platform [Endless Riff](#).

The livestreamed version of the show will take place in Endless Riff's intricate, virtual recreation of Rockwood Music Hall, where the platform has livestreamed nearly 75 shows since it began this June. Fans can sign in to the Endless Riff platform via an Oculus Rift headset to watch the shows, together, for free. For more info on getting Endless Riff and viewing content, please visit [www.endlessriff.com](http://www.endlessriff.com) or [www.facebook.com/endlessriff](https://www.facebook.com/endlessriff).

"I look forward to playing such a wonderful, intimate room in New York City, and we'll be livestreaming my set into a virtual reality version of Rockwood's Stage 2 - a first for me," Hood said.

"All along, our goal with Endless Riff has been to create an endless virtual music festival, where fans from across the world can connect through live music without having to leave their couch, and that's what's happened with all of our shows at Rockwood Music Hall thus far," Mark Iannarelli, Endless Riff CEO, said. "This upcoming show from Patterson Hood – the 75<sup>th</sup> that Endless Riff is livestreaming – is one we're particularly psyched for, and we look forward to many, many more at Rockwood going forward."

"Endless Riff's stunning platform has added a unique new twist to the shows we've been putting on at Rockwood Music Hall for more than a decade," Ken Rockwood, Rockwood Music Hall founder and owner, said. "We're thrilled to continue this relationship and keep exposing music-loving fans in New York City to new and up-and-coming acts as well as big names like Patterson Hood."

Endless Riff will be available on additional devices later in 2017. For more information, please visit [www.endlessriff.com](http://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.

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

### **About Patterson Hood**

As co-founder of acclaimed rock band Drive-By Truckers and as a solo artist, Muscle Shoals, AL, native Patterson Hood has been articulating the complex gospel of the literate, progressive South since the 1980s. For more information, visit <http://pattersonhood.com>.

### **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).

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