



## **Social Music VR Platform Endless Riff Available Today On Samsung Gear VR**

*Platform Marks Gear VR Launch With Live-Streamed Shows At NYC'S Rockwood Music Hall, SXSW Events*

**New York, NY, March 8, 2018** – Social music VR platform [Endless Riff](#) will be available in the Oculus Store for Samsung Gear VR, powered by Oculus, beginning today at 7pm EST.

Since it launched in 2017, Endless Riff has allowed music lovers to consume and bond over 100+ live-streamed shows from its intricate, virtual recreation of NYC's Rockwood Music Hall, as well as exclusive content from artists like Umphrey's McGee and Lettuce.

With the availability of Endless Riff on Samsung Gear VR — which is projected to have more than 10 million units sold by the end of 2018 — a whole new group of music fans, VR users, and those seeking new social media experiences will have a chance to attend a “virtual music festival” with friends featuring acts both well-known and on-the-rise. Fans will soon be able to play games, buy merch, interact with friends at the real show, and even donate towards their favorite cause.

“What drives us at Endless Riff is our fundamental belief in the importance of communities bonding and experiencing music together, and with its launch on Samsung Gear VR, that community reach will be greatly expanded and amplified,” Mark Iannarelli, Endless Riff CEO, said. “As more people join Endless Riff, we look forward to not only housing more big-name musical performances but providing the best virtual stage for both major and developing artists to build communities and connect with their fans. Endless Riff will not only be the ultimate platform to monetize music through its total immersion, but also provide a ‘double bottom-line’ as a powerful platform to support important causes at a previously unattainable level of scale and affordability for all artists.”

To mark the launch of Endless Riff on Samsung Gear VR, the platform will live-stream two acts from a virtualized Rockwood Music Hall on Thursday, March 8: William Wild (8:30pm ET) and Chris Morrissey (9:30pm ET). And as a special celebration of International Women's Day, the Grammy-winning all-female mariachi band Flor De Toloache will perform an improv set from Oakland, California at 11pm ET.

Additionally, Endless Riff will make its way down to Austin for South by Southwest, where it will co-host 'Speakeasy: A Music + Technology Mixer' alongside Sneak Attack Media, Lucky Hound Music, Music Ally, and Disco, on Thursday, March 15 from 1-3pm CT. (To RSVP or view more details, visit [here](#).)

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 content 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 emanating from/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 the [Oculus Store](#). Beginning with New York City's Rockwood Music Hall, the company plans to offer artists, venues, and other music curators virtual vessels to house not only recorded and live performances but also new ways artists can engage directly with fans using VR technology.

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

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