



## **Social Music VR Platform Endless Riff Now Available On Oculus Go**

*Users Of Affordable, Standalone Headset Can Now Experience “Virtual Music Festival”*

**New York, NY, June 5, 2018** – Social music VR platform [Endless Riff](#) is now available on Oculus Go, the standalone headset with no PC or wires attached that’s helping shift VR into the mainstream.

With the availability of Endless Riff on the portable and affordable Oculus Go – which just started shipping in May for \$199 -- new groups of music fans, VR users, and those seeking new social media experiences will have a chance to attend a “virtual music festival” with friends.

“Over the last year, we’ve shared the experience of nearly 200 live shows with music lovers from around the world, and with the availability of Endless Riff on Oculus Go, more and more people will be able to witness what we’ll be offering in the years ahead” said Endless Riff CEO and Co-Founder Mark Iannarelli. “With its ease of use, killer price point well below a mobile phone and even TV, the Oculus Go is a perfect way for users to experience Endless Riff. We look forward to helping lead mass adoption of VR by bringing fans, friends, and their favorite music together in one place.”

Since it launched in 2017, Endless Riff has allowed music lovers to consume and bond over 175+ live-streamed shows from its intricate, virtual recreation of NYC’s Rockwood Music Hall, in-studio performances and artist interviews at Louisville’s WFPK, as well as exclusive content from artists like Awolnation, Belly, Lettuce, and Umphrey’s McGee. Fans will soon be able to play games, buy merch, interact with friends at the real show, and even donate towards their favorite cause. This latest release to Oculus Go also includes user improvements within the app across Samsung Gear VR and Oculus Rift.

To experience Endless Riff via Oculus Go, visit [here](#).

### **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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