

Tuesday, 27th August 2019

EVR Holdings plc

(‘EVR’ or the ‘Company’)

MelodyVR Partners with Good Morning America for Live VR Broadcast

EVR Holdings plc (AIM:EVRH), the leading creator of virtual reality entertainment content and operator of the MelodyVR platform, is pleased to announce that on August 30th at 8:15am EST, the Company will partner with *Good Morning America* (“GMA”) and ABC to deliver a milestone media event: a live broadcast of GMA’s Summer Concert Series, featuring Marshmello and Kane Brown live from New York’s Central Park, in full and immersive virtual reality.

This first-of-a-kind broadcast, in partnership with America’s #1 morning news program, which boasts over 4 million daily viewers, represents a major landmark for EVR Holdings. Never before has live music been viewable in person, on national television and in VR globally, simultaneously.

MelodyVR’s groundbreaking live-stream VR technology will allow an unlimited global audience to experience Marshmello and Kane Brown’s GMA performance in Central Park’s Rumsey Playfield, in real time, live via the MelodyVR app.

All people need is a VR device, smartphone or iPad with the MelodyVR app to experience this event and be transported - virtually - to Central Park. The performance is free to watch, and if fans can’t be there in person or if they miss the performance, they will be able to go to on.melodyvr.com/App to download the app and relive it on-demand.

MelodyVR’s custom technology will broadcast the show from multiple points of view, empowering fans to control their own experience by giving them choice over what they see and where they stand, by selecting different Jump Spots – a function which is unique to the MelodyVR platform - viewers can choose to watch the performance up-close-and-personal on stage with Marshmello and Kane Brown, from the front row or from the middle of the crowd.

“Stoked that fans all over the world can experience our GMA performance live in virtual reality. Crazy all they need is the MelodyVR app and a phone. I can’t wait for crowds in the park, on TV and at home in VR to come together for this- It’s gonna be sick!” – **Marshmello**

“It is really cool to be a part of something like this that’s never been done before. I can’t wait to hit the stage with Marshmello to play our new song for the first time, and for fans at home to be able to experience this performance in a whole new way.” – **Kane Brown**

Anthony Matchett, Founder & CEO of MelodyVR said "We are thrilled to be working with the ABC team, and the USA’s largest morning TV programme, to deliver the closing GMA 2019 Summer Concert, with Marshmello and Kane Brown as a unique broadcast in virtual reality. This partnership represents a huge milestone for music and entertainment – making live music accessible in person, on national television and in VR around the world, simultaneously. The MelodyVR experience is so much more than just watching live music, it’s about participating in it, and feeling like you’re really there; offering a life-like broadcast in which music lovers get the best seat in the house, regardless of their physical location. We're thrilled to be bringing this experience to Marshmello and Kane Brown’s fans and we can’t wait for the show."

“GMA is always looking for ways to bring viewers live events in modern, innovative ways. With the help of MelodyVR, GMA viewers are able to experience our summer concert like never before,” **says**

Simone Swink, Executive Broadcast Producer, Good Morning America, “The MelodyVR app brings GMA to an entirely new platform and gives you an even better seat at the show.”

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NOTES TO EDITORS:

Melody VR launched in 2018 with a simple mandate: not to replace the live experience, but to harness the power of virtual reality to get people closer to the music they love.

By using VR technology, the founders realized that they could place fans in the crowd or on-stage with their favorite musicians at live events. From epic stadium shows to intimate studio performances, the possibilities are endless; Capacity restrictions are eliminated, music fans can attend otherwise sold-out dates, and the barriers (distance, age, cost, access) that might keep people from experiencing their chosen artists live are swept away. The result? Artists can reach more fans than ever before with a level of intimacy which has previously never been possible.

MelodyVR is the only licensed VR music platform and has the world’s largest library of immersive and interactive music experiences from the likes of Post Malone, Blake Shelton, Wiz Khalifa, Kelly Clarkson, Niall Horan, Fall Out Boy, Bebe Rexha, The Chainsmokers and Imagine Dragons.

www.melodyvr.com

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