

Thursday, 21<sup>st</sup> November 2019

## MelodyVR featured by Apple Inc. as App of the Day

**Apple recommends MelodyVR to 30 million users across the UK and Ireland**

**EVR Holdings plc** (AIM:EVRH), the leading creator of virtual reality entertainment content and operator of the MelodyVR platform, is pleased to announce that MelodyVR was featured by **Apple Inc.** (NASDAQ:APPL) as the UK App Store's App of the Day yesterday on the 20<sup>th</sup> November.

MelodyVR received stand out placement to 30 million iOS users across the UK and Ireland with the recommendation coming just four months after the company launched an iOS version of the MelodyVR platform. The Company is pleased to report that the prominent featuring, from the world's most valuable company, increased MelodyVR iOS app installs by over 2,600% above the daily average.

This news follows on from MelodyVR's on-going partnership with ABC and a successful live VR stream of Good Morning America's coverage from the Country Music Association Awards in Nashville last Wednesday 13<sup>th</sup> November - including a performance by Luke Combs, whose album 'what you see is what you get' recently debuted at #1 on Billboard's top 200 list. GMA is America's number one morning news programme and during the course of the broadcast tens of thousands of users utilised the MelodyVR service, with the total global MelodyVR install base increasing by over 5% throughout the course of the day.

### **Apple Inc. says in its endorsement of MelodyVR:**

*"Love the band but can't make the show? Don't worry, MelodyVR can give you one of the best views in the house: right there on stage.*

*Letting you choose your ideal vantage point – including what the singer sees – it's just like being at the gig, except nobody's squeezing past you or shouting over your favourite song.*

*The tech is really clever, with multi-camera streaming enabling you to experience the gig from various locations in pin-sharp quality. Plus, if you own a VR headset for your iPhone you can put the app into VR mode for a fully immersive experience.*

*MelodyVR offers a unique way to experience concerts. What really matters here, however, are the concerts. The good news is that MelodyVR has a wide range of shows to choose from, including hit acts such as Sigrid, established artists including Imagine Dragons and T-Pain plus big-ticket legends such as KISS, Pixies and The Who.*

*There's classical music here, too, allowing you to experience the likes of the London Symphony Orchestra from the best seats in the venue.*

*Whether it's a secret show or a stadium tour, MelodyVR is a brilliant way to experience the thrill of live shows without the usual frustrations or expense."*

**Anthony Matchett, CEO of MelodyVR says:** "To be chosen by Apple as its App of the Day, only four months after launching a smartphone version of our platform, is a significant endorsement for the company - especially when considering that there are over 3 million other iOS apps currently available. MelodyVR has an ever widening and passionate user base, and one that we will continue to scale via a series of on-going strategic initiatives. We're overjoyed to be welcoming more users to our platform and to be enabling more music fans than ever before to experience the thrill of live music, from around the globe."

#### **ABOUT MELODYVR:**

MelodyVR 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 realised that they could place fans in the crowd or on -stage with their favourite 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 heroes live are swept away. The result? Artists can reach more fans than ever before with a level of intimacy which has previously never not been possible.

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

Available on smartphones and VR headsets, the MelodyVR app can be downloaded at **[on.melodyvr.com/App](https://on.melodyvr.com/App)**

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Notes to Editors:

MelodyVR is a wholly owned subsidiary of EVR Holdings plc ('EVR'), a company that is listed on the AIM market of the London Stock Exchange under the ticker EVRH.L.

For more information on Melody VR, please visit: [www.melodyvr.com](https://www.melodyvr.com)