

**JAM STUDIO VR BRINGS INTERACTIVE MUSIC CREATION & PERFORMANCE TO VR FOR HTC VIVE**

*New Vive Studios & Beamz Interactive app enables users of all skill levels and abilities to compose & perform compelling music in VR*

**SAN FRANCISCO, CA – September 28, 2017** – Vive Studios™, the virtual reality (VR) content development and publishing initiative from HTC VIVE™, and Beamz Interactive, Inc. (OTCMKTS: BZIC), a leading developer of state-of-the-art interactive music technology and products, today launched Jam Studio VR ( [www.jamstudiovr.com](http://www.jamstudiovr.com/) ). This new interactive music performance app for Vive allows anyone to unleash their inner musician and play music or DJ, regardless of their musical experience or abilities. Jam Studio VR is now available in English and Chinese on Viveport and Steam for $19.99.

​Jam Studio VR’s intuitive controls allow users to compose and play compelling musical scores that sound great every time! The app's library consists of over 20 interactive songs from a host of music genres to suit all tastes, and features songs from superstar artists Miley Cyrus, The Jonas Brothers, and Flo Rida, Grammy-nominated guitarist Craig Chaquico, acclaimed jazz saxophonist Euge Groove, and legendary Megadeth bassist David Ellefson. Also included in the English version are 13 Education & Health Care games and songs, a Life Skill and Therapy Overview Guide, and lesson plans to provide therapeutic exercises and experiences for individuals of all abilities and/or special needs. [www.jamstudiovr.com](http://www.jamstudiovr.com/)

​“Our goal is to create a whole new category of interactive music and gaming applications that takes advantage of Virtual Reality technology. Jam Studio VR delivers just that!” said Charlie Mollo, Beamz Interactive’s CEO. “Using our advanced triggering and synchronization technology and IP position, we’re able to create a truly unique interactive music experience that makes it easy and exciting to engage people of all ages and skill levels.”

"Jam Studio VR is at the forefront of creating a new category of interactive music and music gaming apps for VR. We are very excited to partner with Beamz and develop this leading edge interactive music performance application for Vive”, said Joel Breton, VP of Vive Studios. “This family friendly app will lead the way for how users create and experience music in VR.”

A broad range of additional interactive music, including a variety of Disney, popular Artists, Learning, Build Your Own, & Beamz Original Song Bundles, will also be available shortly via In App Purchases.

**About Beamz Interactive, Inc.**

Beamz has developed state-of-the-art interactive music technology and products that can be used by anyone in a wide variety of virtual and mixed reality, music, education, healthcare, special needs, & gaming applications. See [www.virtualmusicvr.com](http://www.virtualmusicvr.com/) .

**About HTC VIVE**

VIVE is a first-of-its-kind virtual reality platform, built an optimized for room-scale VR and true-to-life interactions. Built on the SteamVR platform, Vive delivers on the promise of VR with game-changing technology and best-in-class content. Vive has created the strongest ecosystem for VR hardware and software, bringing VR to consumers, developers and enterprises alike. See [https://www.vive.com](https://www.vive.com/).

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