

FLIPSIDE XR

Real-Time Animation Software *Flipside Studio* is Now Available on Pico 4

Creators in Europe and Asia can now find Flipside Studio as a free app on the Pico VR app store

WINNIPEG, CANADA, February 8, 2024 — Leading virtual reality (VR) software maker Flipside XR announces their flagship Flipside Studio software, the first virtual reality TV studio, is now available on the Pico VR app store for Pico 4 headset users.

Previously, Flipside Studio was only available on the Meta Quest and Rift app stores. This represents the first platform expansion outside of that ecosystem, and is part of the company's expansion strategy to reach new users worldwide.

"We plan to be available on as many platforms as possible so we're not limiting our users in their choice of preferred hardware." explains Flipside XR CEO John Luxford. "Pico 4 is a great all-in-one headset that isn't as easily accessible to North American developers since it's only for sale in Europe and Asia. I picked one up in Tokyo last year and was very impressed, so I'm excited that we were able to work with Pico to make this happen for their users. They've been very helpful throughout the process."

Flipside Studio originally launched on the Meta Quest and Rift app stores in March, 2023 and now boasts over 50,000 content creators using the software. In recent updates, the company has been introducing the ability for creators to publish content to public channels that viewers can watch and subscribe to.

"We just released the first publishing features in December and we're seeing a really positive response." adds Flipside XR Co-Founder and Chief Product Officer Rachael Hosein. "At first, we weren't sure if anyone would want to publish content this way, or how many posts they would make, but the response has been way beyond what we expected. We've already seen thousands of posts being shared, many thousands more views, and strong signs of engagement."

Flipside Studio was initially released in March of 2023 and is available for free in the Pico VR, Meta Quest and Meta Rift app stores.

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About Flipside XR

Flipside XR is the team of passionate creators behind Flipside Studio, one of the leading virtual reality apps for next-gen creators building the future of entertainment. Originally founded by creators Lesley Klassen, Rachael Hosein, and John Luxford as The Campfire Union in 2014, they began working on early Flipside Studio prototypes all the way back in 2016 and are backed by venture capital firm Boost VC, with additional funding from the Canadian Film Centre and Canada Media Fund.