

FLIPSIDE XR

Winnebago Man, the First Viral Video, is Reborn as an Animated Experience in Flipside Studio

Nostalgic fans of the iconic viral video can now experience it in a whole new way, feeling like they're on the film shoot that hot and expletive-filled day

WINNIPEG, CANADA, February 14, 2024 — Leading virtual reality (VR) animation software maker Flipside XR announces a recreation of the iconic Winnebago Man viral video in its flagship Flipside Studio software.

Winnebago Man is considered the first viral video, originally passed around between friends on VHS tapes, then later on YouTube and other social media websites. The video features behind-the-scenes footage of a multitude of profane outbursts from salesperson Jack Rebney while recording an infomercial for Winnebago Industries.

“Winnebago Man was such an iconic thing for us growing up, and as our software has been evolving from a virtual TV studio into a full-blown social media platform for the metaverse, we thought what better way to usher in our new era than to recreate the very first viral video as a VR experience.” says Flipside XR CEO John Luxford. “It’s really a tribute to a piece of early media and internet history. So we created an animated version you can watch like you’re on the film shoot that day with them.”

Flipside Studio was released in March of 2023 and is available for free in the Meta Quest, Meta Rift, and Pico XR app stores. Winnebago Man, the animated immersive VR experience, is available exclusively in Flipside Studio.

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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 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 Flipside Studio in 2016 and are backed by venture capital firm Boost VC, with additional funding from the Canadian Film Centre and Canada Media Fund.