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## Viacom Premieres Groundbreaking Virtual Reality Music Video at 2017 Microsoft Build

*"Withdrawal" by Max Frost Among the First VR Experiences to Use Microsoft Mixed Reality Capture Technology*

SEATTLE--(BUSINESS WIRE)-- Viacom's emerging entertainment technology group Viacom NEXT today premiered an original virtual reality music experience for the song "Withdrawal" by Atlantic Records recording artist Max Frost at the 2017 Microsoft Build Developer Conference.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170510006596/en/>



A screenshot of "Withdrawal", courtesy of Viacom.

VR content. Using Microsoft technology we can now create even more immersive worlds for audiences to explore and enjoy. *Withdrawal* is one more milestone in Viacom's continued collaboration with pioneering artists and innovators to produce a new generation of personalized experiences for audiences around the world."

*Withdrawal* marks the latest project of Viacom's in-house VR production team, which also partners with Viacom's entertainment brands, including MTV and Paramount Pictures, to deliver original experiences for branded content and live events.

In February 2017 at the SXSW Film Festival, Viacom NEXT presented Hot Sugar's [The Melody of Dust](#), a first-of-its-kind deconstructed VR music album that *Rolling Stone* dubbed a "new art form." Other productions include [Chocolate](#) by animator Tyler Hurd, recipient of the Vision VR/AR Summit 2017 Artist Achievement Award, and [Smash Party VR](#), a game released for the HTC Vive headset.

### About Viacom NEXT

Viacom NEXT is working on the future of entertainment. We explore, prototype and develop novel projects with our brands (which include MTV, Nickelodeon, Comedy Central, Paramount Pictures and BET) and with external partners including startups, academics (e.g., MIT, CMU, and major NYC universities via the NYC Media Lab) as well as creators, artists, and musicians. With a focus on Virtual Reality, we are making room-scale interactive music experiences, narrative worlds, games, and exploring live-action capture techniques. Visit us online at <http://viacomnext.com>

### About Max Frost

The video harnesses cutting-edge Microsoft Mixed Reality Capture technology, bringing fans face-to-face with photorealistic holographs of Frost, who sings and plays multiple instruments simultaneously in an immersive, underwater environment.

Watch the debut trailer for *Withdrawal* [here](#).

Frost said, "It was fun to work with Viacom and Microsoft to create this interactive fan experience for *Withdrawal*. Microsoft's Mixed Reality Capture technology allowed us to blow past current 360° videos to produce an awesome VR music experience."

Chaki Ng, senior vice president, Viacom NEXT, said, "*Withdrawal* opens the door to a new medium of music and performance; it's a first look at the future of music-based

Max Frost is a singer, producer, songwriter, and multi-instrumentalist from Austin, TX. Frost has toured with Gary Clark Jr, Fitz & The Tantrums, HONNE, Wild Child, and more—and recently completed a successful first headline tour in 2016 with sell-outs across the United States. His recent single "[Adderal!](#)" has over 1.6 Million Spotify streams. Recent collaborations include Lovespeake's "[Novocaine](#)" and Mike Waters' "[Drowning](#)." Frost was named one of "10 Artists You Need To Know" by *NPR* and *Rolling Stone*. Stay tuned for new music coming this year!

**Connect with Max:**

Spotify: <http://bit.ly/MaxFrost-SP>

YouTube: <https://youtube.com/maxfrostmusic>

Twitter: <https://twitter.com/maxfrost>

Facebook: <https://facebook.com/maxfrostmusic>

Instagram: <https://instagram.com/maxfrost>

SoundCloud: <https://soundcloud.com/maxfrostmusic>

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