

Carl Cox Joins Social VR Platform Sensorium Galaxy to Share His Music with Future Generations

Carl Cox, one of the world's leading figures in electronic music, will host a series of exclusive performances in Sensorium Galaxy — a social VR platform backed by former owner of Brooklyn Nets Mikhail Prokhorov and Jay-Z's music streaming service TIDAL.



Sensorium Corporation is pleased to announce a new collaboration with world-famous DJ Carl Cox, to create unparalleled shows in PRISM, the music world located within Sensorium Galaxy — a social VR platform that redefines the way people interact with each other and experience the arts.

The highly realistic virtual representation of Carl Cox will be created at Sensorium Corporation's best-in-class motion capture studios. After the launch of the platform in 2021, Cox will perform a series of exclusive DJ sets in virtual reality prepared exclusively for Sensorium Galaxy users.

As an icon of the global electronic music scene, Carl Cox's unmistakable sound has seen him adding his magic to the world's best festivals and events including Coachella, Electric Daisy Carnival, Tomorrowland, Burning Man and Glastonbury as well as his unparalleled long running residency that has made him synonymous with Ibiza. Loved by fans and his fellow artists, Carl is the DJ's DJ. Working hand-in-hand with the team at Sensorium Corporation, Carl and his unique understanding of what makes a dancefloor magical, will pioneer the fast-growing VR media and entertainment industry bringing next-level communication with music fans to virtual worlds.

Carl Cox: "I am excited to join Sensorium Galaxy in taking communication and entertainment to the next level. Being a part of their vision is going to be a lot of fun. This immersive platform allows you to experience things and share special moments with other people no matter where they are. Sensorium Galaxy is going to revolutionise how people socialize while overcoming the current limitations on how we enjoy music and the arts online, giving everyone a chance to connect in a much more meaningful way."

Sensorium Galaxy consists of several worlds. Each world acts as a content hub for a particular type of art. Carl Cox's performances will be streamed in PRISM World, which is dedicated to music concerts and festivals, and is being built in partnership with Yann Pissenem. Since its foundation, Sensorium Corporation has raised over \$100 million in private investments, making it one of the world's best-funded startups in the VR space.

Yann Pissenem: "Sensorium Galaxy will allow users to immerse themselves in new worlds and experience activities and emotions that are impossible in real life. Carl Cox is amongst the first of many world-famous DJs to be announced to join the platform in the near future. He is an icon of the electronic music scene, an artist constantly striving for progress, who understands the vast opportunities offered by new technologies, including VR, for building an enhanced entertainment distribution platform and a new generation communication tool that allows artists to scale their creativity."

While in essence, Sensorium Galaxy is the evolution of social networking taking users far beyond current digital experiences, it also allows artists to share their creations and performances not only with fans around the world but also with the future generations. Future viewers will not just contemplate the artist's performance addressed to his contemporaries. They can be direct participants in it as if the artist was teleporting to them into the future as a "guest from the past".

The public release of Sensorium Galaxy is scheduled for H1 2021. Whether it is by wearing a VR headset, using PC or simply tuning in for streaming with their Macs or mobile devices, users from all over the world will be able to experience the intensity of world-class electronic music shows in Sensorium Galaxy.

Press Kit - Photos and videos are available in the [Sensorium Galaxy Press Kit](#)

About Sensorium Galaxy

Sensorium Galaxy is a multi-user social VR platform that rethinks the way people interact with each other and experience the arts. In the alternate universe of Sensorium Galaxy, users immerse themselves in exciting new worlds to get together with their loved ones, meet new people, and take part in unique virtual activities.

The Galaxy is being built in partnership with world-known artists, producers, and entertainment companies. Among them are Yann Pissenem, the creator of the world-leading nightlife hubs Ushuaïa Ibiza and Hi Ibiza, and music and entertainment streaming service TIDAL owned by globally-acclaimed artists such as JAY-Z, Lil Wayne, Rihanna, Daft Punk and others.

In essence, Sensorium Galaxy is the evolution of social networking taking users far beyond today's one-dimensional digital experiences.

The platform will be compatible with the most popular VR headset brands, as well as accessible on PC, Mac, Android, and iOS devices. It will go live in H1 2021.

Website: <https://sensoriumgalaxy.com/>

About Sensorium Corporation

Founded in 2018 with the sole support of Forbes-listed billionaire Mikhail Prokhorov, Sensorium Corporation oversees the technological and business development of the Sensorium Galaxy platform and supplies it with a wide range of events and experiences through top-tier global content partnerships.

Consisting of professionals from a wide-array of fields, Sensorium's management team guarantees that the technological collaboration and strategic partnerships are always directed toward attainment of Sensorium's most relevant contribution to the virtual reality landscape—to make it fully social.

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Website: <https://sensoriumxr.com/>