



WARNER MUSIC
CENTRAL EUROPE

PRESS RELEASE

SUPERSTAR DJ ROBIN SCHULZ LAUNCHES FIRST-OF-ITS-KIND 360° MUSIC VIDEO APP

Hamburg – MAY 21st, 2015: Today, renowned DJ and producer Robin Schulz announced the launch of a first-of-its kind, 360° music video app for his new single, “Sun Goes Down.” The groundbreaking music video gives every user a unique experience as they use their smartphones to join the superstar DJ for a wild night in New York City. Each repeated view offers a new, personal point of view and sheds a new light on the story.

The music video app can be accessed here: <http://360.robin-schulz.com>

“When directors Nicolas and Rico Chibac first presented the concept for the ‘Sun Goes Down’ video app, I was blown away—I knew right away that we had to do it,” said Schulz. “It’s an incredible experience that fits the song really well, and I hope all my fans love it as much as I do.”

Bernd Dopp Chairman & CEO Warner Music Central Europe commented, “We’re excited to have launched the first 360° music video app with Robin’s “Sun Goes Down” and are convinced that this will cause a sensation that will delight music fans all over the globe”.

Bart Cools, EVP, Global A&R and Marketing, Dance Music, Warner Music Group, added, “Much like Robin’s music, the 360° music video app is infectious and knows no boundaries. This is a tremendously innovative way to further amplify the global success of ‘Sun Goes Down,’ and we’re thrilled to present it to the world.”

Hamburg-based directors Nicolas and Rico Chibac created the app’s custom technology and video. The two had grown tired of using a fixed camera to produce panoramic photography, so they developed a four-to-seven camera mobile rig and body mount to expand their capabilities. For the “Sun Goes Down” shoot, the Chibacs utilized three rigs with a total of 17 cameras, which allowed the directors to create two different first-person perspectives: one from Robin’s point of view, and the other from the fans’.

Featuring the beautiful voice of young London native Jasmine Thompson, the multi-gold-selling “Sun Goes Down” entered iTunes and Shazam at the number one spots.

Over the past 18 months, Schulz has been awarded 40 platinum-certified and 10 gold-certified records. His hit single "Prayer in C" reached the number one spot in 17 countries and topped the iTunes charts 30 times. He is the first and only German artist to reach the number one spot on the Shazam charts, and is also the proud owner of Germany's most successful YouTube channel with 260 million views and counting. His debut album *Prayer* landed in the Top 10 and Robin was nominated for a Grammy as well as three Echos in 2015, winning "Best National Dance."