

MDL Beast to Unveil World's Largest Boombox QR Code, Kicking off 100 Days to Soundstorm: The Ultimate Music, Art, and Culture Festival

Riyadh, Saudi Arabia—Monday, February 20, 2023—MDL Beast, the leading experience brand and creative platform, is set to make history by unveiling the world's largest boombox QR code for a music festival. The colossal QR code, spanning 29,000 square meters, will be revealed on Friday, August 23, at the Banban desert site in Riyadh, kicking off the "100 days to go" countdown for Soundstorm: the biggest music, art, and culture festival in the Arab world.

The sand-engraved QR code is a true feat of engineering and design, featuring vibrant artwork, musical iconography, and impressions inspired by the native land, including "100 days to go" in exquisite Arabic calligraphy. The illuminated boombox QR code, crowned by the Soundstorm logo, will create an awe-inspiring spectacle to behold on Banban's grand unveiling night.

The debut of the boombox QR code will be celebrated with a VIP concert featuring live performances and music by renowned local and international DJ artists, including David Guetta, Steve Aoki, and Cosmicat. Trend and fashion enthusiasts will have the chance to witness the latest collections from the Bani Beast clothing line, with prints and designs inspired by heritage and desert traditions—giving fans a taste of what to expect at Soundstorm's flagship event in December.

Ahmad Alammary, CEO of MDL Beast, said, "We are thrilled to unveil the world's largest boombox QR code. This unique project is a representation of our commitment to innovate and create extraordinary experiences that will attract a global audience to Saudi Arabia. We believe this world-record-breaking project, combined with the power of music and art, will be a catalyst for promoting the beauty of Saudi culture and creativity."

To increase anticipation around Soundstorm, MDL Beast is teaming up with Pepsi to roll out the boombox-shaped QR code on the company's beverages, granting consumers exclusive discounts for Soundstorm tickets. A second strategic partnership is underway with Spotify to launch a "100 Days to Soundstorm" music playlist premiering artists and genres from December's highly awaited festival.

The boombox QR code debut will be live-streamed on the MDL Beast's website and social media accounts, making it accessible to a global audience. Government officials Turki Al-Ashikh and Ahmed Al-Khateeb, from the Saudi Tourism and Entertainment authorities, will attend the revealing event, and Egyptian legend, Amr Diab will open the night's festivities to set the scene for the excitement and countdown to Soundstorm as the world's largest boombox QR code ever created for a music festival is unveiled, marking "100 days to go."

For media inquiries and interview requests, contact MDL Beast at media@mdlbeast.com.