

Oculus closing some demo locations

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Facebook was pretty excited about showing off their Oculus VR headset and worked a deal with Best Buy to setup 500 demo stations across the US. Unfortunately the demos might not have gone over as well as they were hoping and some stores were reporting days where no demos were given. Facebook is blaming the change on seasonal changes, but the end result is 200 of the 500 demo sites are closing. [Business Insider takes a closer look at why VR isn't blasting off as quickly as some were hoping.](#)

Facebook is closing around 200 of its 500 Oculus virtual reality demo stations at Best Buy locations across the US, Business Insider has learned.

The scaling back of Facebook's first big retail push for VR comes after workers from multiple Best Buy pop-ups told BI that it was common for them to go days without giving a single demonstration. An internal memo seen by BI and sent to affected employees by a third-party contractor said the closings were because of "store performance."