

Press release
October 26th, 2017



Realfiction Holding AB: DeepFrame is selected as a “CES 2018 Innovation Awards Honoree”

Today, Realfiction Holding AB ("Realfiction") received the prestigious “CES 2018 Innovation Awards Honoree” title for its DeepFrame™ mixed reality display.

DeepFrame is a brand new, patent-pending, mixed reality display that sets new standards for creating digital visualizations. Looking through the display lens with no need for special glasses, DeepFrame transforms the surroundings by layering digital content over an actual physical space, creating life-like scenarios that multiple spectators can see, experience and interact with, opening up to a whole new world of social experiences where physical and digital elements blend in real-time.

The use-cases for DeepFrame range from large installations where the mixed reality effect is being created miles away for the experience industries; to mid-size product presentations in windows of flagship stores of the retail industry, as well as much smaller versions being designed for the toy industry.

“We are humbled to receive this prestigious title and related acknowledgment. We are currently working with various partners to create DeepFrame experiences at CES 2018 and look forward to break the news about this in due time” comments Realfiction’s co-founder and head of R&D, Peter Simonsen.

“Anybody interested in technology will know that CES is the place to be for innovative tech-vendors with an intent and ability to change their global industry. Being pin-pointed as one of the “must-see” technologies is indeed a recognition that we are proud of.”, comments Realfiction’s CEO Clas Dyrholm.

Certified Adviser

Sedermera Fondkommission is the company’s Certified Adviser.

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This information is information that Realfiction Holding AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on October 26th, 2017.

About Realfiction

Founded in Denmark in 2008, Realfiction is a market innovator within mixed-reality solutions, a market estimated to reach USD 80 billion in 2025. Realfiction's first product, Dreamoc, has since its launch sold over 10.000 units and the company has now launched its new patent-pending technology DeepFrame, a series of ground-breaking large format mixed-reality screens. DeepFrame offers a wealth of new applications for companies across industries such as entertainment, manufacturing and retail, as well as a broad range of future consumer products. Realfiction's goal for the coming years is to expand the company's presence on the global mixed reality market. Realfiction Holding AB's share is publically traded on Nasdaq Stockholm First North under the symbol "REALFI". The share's ISIN code is SE0009920994.

About CES and CES Unveiled

Held in Las Vegas January 9th-12th 2018, CES is the largest show in the world for consumer technologies. The announcement was made at the CES Unveiled event in Amsterdam, ahead of CES 2018, to recognize achievements in product design and engineering. Thousands of innovative nominee products are judged by a prominent panel of independent industrial designers, independent engineers and members of the trade media.