

## News from the company

November 10<sup>th</sup>, 2017



## Realfiction's DeepFrame nominated as InAVation Awards finalist

**Realfiction Holding AB ("Realfiction") announces that the company's mixed reality display DeepFrame has been nominated as an InAVation Awards finalist in the "Display Technology for Digital Signage" category. The winner will be announced on the 6th of February in Amsterdam in connection with ISE 2018, the largest AV systems integration show in the world. Realfiction will also participate with an exhibition stand at ISE.**

"Being nominated as a finalist in this context is an important industry recognition of the strength in our new DeepFrame platform. DeepFrame is pushing the limits for what is possible to achieve in interactive and social mixed reality experiences, without special glasses. The immediate response has been great with numerous customers that are eager to take advantage of these possibilities", says Realfiction's CEO Clas Dyrholm.

DeepFrame, available since September 2017, has already received international recognition including a "CES 2018 Innovation Awards Honoree". CES is the largest consumer electronics show in the world and is held in Las Vegas, USA on the 9-12 of January 2018.

It is possible to vote for DeepFrame at [www.inavationawards.com/voting](http://www.inavationawards.com/voting) and read more about ISE (Integrated Systems Europe) at [www.ise2018.org](http://www.ise2018.org)

More information about CES (Consumer Electronics Show) is available at [www.ces.tech](http://www.ces.tech)

### **About DeepFrame**

DeepFrame is a patent-pending, mixed reality display with the power to create a whole new set of interactive, social mixed reality experiences without special glasses. DeepFrame acts like a window into another world where physical and digital elements can blend together and be experienced in real-time in social settings. The applications range from large installations for the experience industry, where mixed reality effects can be created across areas extending for miles, to mid-sized product presentations in flagship stores and much smaller versions developed for the consumer market.

### **For more information about Realfiction, please contact:**

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### **Certified Adviser**

Sedermora Fondkommission is the company's Certified Adviser.

**About Realfiction Holding AB**

Founded in Denmark in 2008, Realfiction is a leading mixed-reality solutions company, a market estimated to reach USD 80 billion by 2025. The company's first product, Dreamoc, has been sold in over 10.000 units. DeepFrame, a new patent-pending product platform available as mixed-reality displays in larger and smaller formats, was made available to customers in September 2017. DeepFrame enables a wide range of new application areas for companies within entertainment, manufacturing and retail. The platform is also being developed for innovative consumer products. For easy access to Realfiction's products, the company provides complete solutions that can be purchased, rented or leased in collaboration with a global network of distributors and content creators. Realfiction Holding AB's share is publicly traded on Nasdaq Stockholm First North under the symbol "REALFI" The share's ISIN code is SE0009920994.