

**Press release**  
22 November, 2017



## **Mercedes-Benz is using two Dreamoc XL3 mixed reality displays for their new pop-up store in Stockholm**

**Today Realfiction Holding AB ("Realfiction") announces that premium car manufacturer Mercedes-Benz is using the company's mixed reality display, the Dreamoc XL3, in a so-called pop-up store that opened for visitors in central Stockholm yesterday.**

"We are truly excited that Mercedes-Benz is using our unique glasses-free mixed reality displays, as a part of their pop-up store. I think the shop is a great example of a successful balance between showcasing the actual products and then creating an inviting and stylish interior with relevant technology that adds meaningful experiences", says Realfiction CEO Clas Dyrholm.

The pop-up store in central Stockholm is created as a temporary showroom at the address Regeringsgatan 65 where customers can experience selected Mercedes-Benz premium cars in two Dreamoc XL3 displays.

Realfiction sees car manufacturers as an important customer segment during its ongoing global expansion, as mixed reality experiences are well suited for visualizing one or several car models and their unique features in a limited physical area. The Mercedes-Benz event in Stockholm is a great example of this. Realfiction's new product line DeepFrame, a window-like display that allows digital objects to interact over large floor spaces, will make it possible to take this concept to an even higher level going forward.

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

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### **Certified Adviser**

Sedermøra Fondkommission is the company's Certified Adviser.

*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 November 22th, 2017.*

### **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.