

Press release  
16 April, 2018



## **IBM installs Realfiction's mixed reality display DeepFrame at its new innovation centre in Abu Dhabi**

**Realfiction Holding AB ("Realfiction") announces that the company has sold a DeepFrame mixed reality display to be installed in the following days at IBM's new innovation centre outside of Abu Dhabi in the United Arab Emirates. The centre will have a grand opening ceremony on the 1<sup>st</sup> of May. This is the company's first confirmed DeepFrame order to an end-client in the Middle East.**

The sale of the DeepFrame system to IBM was made through Digital Mood, who has been a Realfiction partner for many years. Digital Mood is also the content creator for the project. Digital Mood is also in discussions with other potential end-clients regarding additional exciting projects in the Middle East, and these processes will benefit from having the IBM installation as a reference.

Realfiction has also sold a Dreamoc Diamond system to the distributor Mindstec. Mindstec is Realfiction's distributor in the Middle East region, and the system will be installed in Mindstec's Dubai showroom and will be used for client presentations as well as for short term rentals. The two Realfiction partners Digital Mood and Mindstec will be collaborating on Dreamoc Diamond presentations and rentals.

"I am excited to present the first DeepFrame installation for an end-client in the Middle East, and that our distributor in the region will have a Dreamoc Diamond system in place for demonstrations. 'Seeing is believing' is a very relevant expression when it comes to showing that our products have a natural role to play as a part of the many extravagant, high-tech projects in the region. With these installations in place, our partners will have the best possible conditions to succeed with this on a large scale," says Realfiction's CEO Clas Dyrholm.

Realfiction's total order value for the two projects is approximately SEK 640 000.

More information on Digital Mood and Mindstec can be found via the following links:

<https://digital-mood.com>

<https://mindstec.com>

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

Clas Dyrholm, founder and CEO

Telephone: +45 25 22 32 81

Email: [clas@realfiction.com](mailto:clas@realfiction.com)

[www.realfiction.com](http://www.realfiction.com)

### **Certified Adviser**

Sedermora 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 April 16<sup>th</sup>, 2018.*

**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.