

News from the company

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Realfiction to launch DeepFrame[®] One, the world's first large scale mixed reality experience, during CES 2018

Realfiction Holding AB ("Realfiction") will launch DeepFrame One, the world's largest mixed reality display, during CES 2018, on the 9th of January 6-8 PM local time at hotel Aria's penthouse suite Sky Villa in front of a limited audience of journalists and media.

The DeepFrame display family has been awarded the 'CES 2018 Innovation Awards Honoree' title, and it marks the beginning of a new era where large-scale mixed reality effects come to life like never before.

"For many years our clients have requested large scale, glasses-free magical experiences. This is why, I am particularly proud and excited about launching DeepFrame One, and our first use-cases that creates magical, larger-than-life experiences, aimed at global brands and the experience industry," says Realfiction's CEO Clas Dyrholm.

After the launch of the patent pending DeepFrame technology in Europe earlier this year, Realfiction now takes the next large step with the premiere of its first retail version, introducing a commercial-ready design and - equally important - a number of content examples of how this technology can change the surface of the industries that it addresses. With DeepFrame One it is easy to create large-scale, truly mindboggling mixed reality experiences in social settings such as museums, amusement parks, high-end retail shops and more. Visitors do not need special glasses or any other wearable equipment. DeepFrame One is designed by renowned Danish designer Steffen Schmelling, who has previously designed products for several major brands such as Bang & Olufsen and Samsung.

"To set a new standard, anyone must be able to create full-blown, high quality content enabling mixed reality experiences and see them come to life in full colour. We are therefore developing an easy-to-use, but very powerful, content creation platform for mixed reality in general and DeepFrame in particular. Although still in beta, we will take the opportunity to showcase the first examples of what you can do with this platform in high-end retail settings as well as for the experience industry" says Clas Dyrholm.

Journalists and other media representatives that wish to be present during the Las Vegas presentation on the 9th of January in Hotel Aria, Sky Villa Penthouse, are recommended to send a request to attend to contact@realfiction.com as soon as possible, as the number of attendants is limited.

A DeepFrame press kit with images and videos can be downloaded from <https://www.realfiction.com/press>

More information is also available at <https://www.realfiction.com/solutions/mixed-reality/deepframe>

More information on CES 2018, the world's largest consumer electronics show, is available at 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.

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Certified Adviser

Sedermøra 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.