

Press release  
1 November, 2018



## Realfiction takes next step in its cooperation with LEGO

**Realfiction Holding AB (“Realfiction”) announces that a DeepFrame system has been installed at the LEGO flagship store located on Strøget in Copenhagen, the city’s premier shopping street. Starting from today, the display will initially be used for 4-6 weeks as a unique window installation showing a LEGO mixed reality experience for people passing by the store.**

The aim of the installation is to create attention for the LEGO brand and encourage potential customers to enter the store. It is a part of the ongoing collaboration between Realfiction and the LEGO Group that started earlier in 2018, when a DeepFrame system was installed at the LEGO Group’s headquarters in Billund, Denmark.

This installation is requested and paid for by LEGO, and as part of this, Realfiction has been registered by LEGO as an approved vendor. The normal price for such a rental installation of a DeepFrame system, including content, is around 300.000 SEK, with content production as the primary component. In this case, the rental price was reduced as the 3D content was re-used from the previous LEGO headquarters installation.

This installation is another example of how Realfiction’s DeepFrame mixed reality technology can be used to create eye-catching, immersive experiences for companies in the brand-owned retail and experience industry.

“We are excited that LEGO has come to us with a direct request to introduce our DeepFrame mixed reality technology to LEGO fans and customers in the very heart of Copenhagen. This is an exciting step as we are confident that DeepFrame is a perfect solution for inspiring kids and adults to re-connect with their inner LEGO builder and explorer, and the installation could potentially be used for presenting a variety of changing campaigns with new content updated regularly. Lego has more than 100 Lego Stores world wide and our goal is that Lego and other brand-retailers may use the DeepFrame for seasonal campaigns in their high-street stores during the year”, says Realfiction’s CEO Clas Dyrholm.

**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**

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 1<sup>st</sup>, 2018.*

**About Realfiction Holding AB**

Founded in Denmark in 2008, Realfiction is a leading innovator and provider of mixed-reality solutions, 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 is being adopted in a wide range of new application areas for companies within entertainment, manufacturing and retail. The platform is also being developed for innovative consumer products. In collaboration with a global network of distributors and content creators, Realfiction's portfolio of products can be either purchased, rented or accessed through the company's full-solution service concept, called Magic-as-a-Service. Finally, Realfiction continues to invent technologies within Mixed Reality, with an intention to disrupt the industry by pursuing the vision of converting science fiction into real fiction. Realfiction Holding AB's share is publicly traded on Nasdaq Stockholm First North under the symbol "REALFI". The share's ISIN code is SE0009920994.