

Press release  
7 November, 2018



## Invitation to Realfiction's Webinar in collaboration with Nordnet on November 27, 2018 at 17.00-17.45

Realfiction Holding AB (“Realfiction”) announces that it will be hosting a webinar with a detailed presentation of the company’s new STEP-UP-2019 strategy, describing how the company will generate additional growth in its existing operations. The webinar will also include a visualisation of a new ground-breaking holographic technology that is under development.

The new technology will create digital effects in open space without the need of any glasses or lenses between the eye and the hologram, which makes it possible for a group of people to experience and use the technology at the same time in a dynamic and social way.

As an introduction to the webinar, Realfiction has launched a short “Visions” film, where the company Realfiction as well as its ambitious visions are put into words. You can view the film [HERE](#).

### Agenda for November 27, 2018 at 17.00-17.45:

The webinar moderator Jeppe Pedersen, Nordnet, welcomes everyone  
Realfiction’s CEO, Clas Dyrholm, presents the STEP-UP-19 strategy and the company’s new technology  
Questions and answers (Please submit questions by email in advance [HERE](#))

**STEP-UP-2019:** Realfiction will be a leading innovator in the development of Mixed Reality within retail as well as the experience industry, and the company has now finished the strategy that will expand the company’s operations significantly. With Magic-as-a-Service as business model, Realfiction will gradually convert from being a hardware business to become the world's first Mixed Reality media channel with its own platform. In addition to this, the company continues to see potential in international sales of projects related to the company's larger products DeepFrame and Diamond.

**New technology:** Mixed Reality (including the earlier versions Virtual and Augmented Reality) is a hotspot for investors who have invested billions of dollars in a number of start-ups from almost all the major players, including Google, Microsoft and Sony. These investments have gone into development of head mounted technologies/glasses. Realfiction believes that this type of technology is only a first, immature step on the way towards meaningful integration of holographic effects into the everyday life of users.

“Our estimation is that the current first-generation technology with glasses will be replaced by technologies without glasses in many contexts, as these are an obstacle for the natural social interaction between people. We therefore see a future for Mixed Reality with holographic experiences without any glasses or other lenses between the eye and the hologram. Our new, upcoming technology will create holographic, living images and effects in open space without the need for glasses and in a way that makes it possible to experience and use the technology together with other people. In other words, magic in open space with the possibility of social interaction. There is great potential for the technology in the consumer market, including the gaming industry (B2C), and in a number of professional markets (B2B)”, says Realfiction’s CEO Clas Dyrholm.

**Sign up:** To learn more, please sign up [HERE](#) for the Webinar in collaboration with Nordnet on November 27, 2018 at 17.00-17.45. You can view our “Visions” film [HERE](#).

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

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**Certified Adviser**

Sedermera Fondkommission is the company's Certified Adviser.

**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.