

Press release
13 December, 2018



Realfiction delivered Magic-as-a-Service for Lexus at prime event in Miami

Realfiction Holding AB (“Realfiction”) announces that luxury car manufacturer Lexus used a DeepFrame Mixed Reality solution to present its new LF-1 Limitless Future Concept Vehicle at the Design Miami event on December 5-9.

The installation, titled *The Future is Limitless*, combined the actual prototype car with a Mixed Reality digital overlay provided through the DeepFrame display. Lexus had a strong presence at the event as its official automotive partner, and the DeepFrame installation was used to highlight the brand’s ability to combine technology, innovation and the latest evolution of design.

The Lexus installation at Design Miami is one of the four “upcoming Magic-as-a-Service (MaaS) orders for premium events in North America” that were mentioned in the press release previously published on December 4. Each of the events are now being presented with customer names and detail in separate press releases as the information becomes public.

More information on the annual Design Miami event can be found at miami2018.designmiami.com.

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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 December 13th, 2018.

About Realfiction Holding AB

Founded in Denmark in 2008, Realfiction is a leading innovator and provider of mixed-reality solutions and services, a market estimated to reach USD 80 billion by 2025. 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.