

Press release
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Realfiction recruits Steen Iversen as Director of Advanced Display Technology

Realfiction Holding AB (“Realfiction”) announces that Steen Iversen has joined Realfiction as the company’s Director of Advanced Display Technology. He adds extensive experience in developing image processing and display technologies to the team, with prior positions including Technical Director and General Manager of IMAX Theatres International’s European office.

Based on his computer engineering background, Steen Iversen holds a dozen patents in the field of image processing and display technologies, and he is the co-founder of several companies. These include Sirius 3D, specialized in image processing for large format cinema, and ColorCode 3-D ApS that is the inventor of 3D glasses used for broadcast campaigns, cinemas and the web with over 150 million units sold.

In his new role at Realfiction, Steen Iversen will be leading the development of Realfiction’s ground-breaking Mixed Reality platform Project Echo, as well as additional potential technologies and products related to the company’s current product lines.

“I am excited to present Steen Iversen as the person in charge of taking Realfiction’s long-term vision, and along with it the whole Mixed Reality industry, into a whole new paradigm with Project Echo. With well-documented in-depth knowledge, experience and drive I am certain that he is the right person to deliver on our extremely high expectations for Project Echo together with our co-founder Peter Simonsen,” says Realfiction’s CEO Clas Dyrholm.

“This position is a great match for me, as I will be able to work with some very skilled, innovative and visionary R&D people, who at the same time masters a strong focus on business goals and meeting and exceeding customer expectations. I look forward to completing the development of some truly amazing technologies and take them all the way to market,” says Steen Iversen.

For more information about Realfiction Holding AB, please contact:

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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.