

**Press release**  
5 March, 2019



## **New orders open for further acceleration of Magic-as-a-Service**

**Realfiction Holding AB ("Realfiction") has received several new significant orders from customers in Europe and the United States. These orders include one DeepFrame and three Dreamoc Diamond mixed reality displays.**

The DeepFrame system was ordered by Realfiction's partner Handmade Interactive in Germany. This order was for the partner's fourth DeepFrame system, making them one of Realfiction's most successful DeepFrame partners so far.

Two of the three Dreamoc Diamond displays were ordered by customers in the USA. One display was sold to Realfiction's partner AV Rental Depot for use by an undisclosed end-customer in the oil and gas sector, and the second was ordered by the partner Aestheia Imaging. It will be used to showcase Aestheia's services at a series of upcoming events. The third display was sold to the German partner Mangold & Mangold to be used by an undisclosed end-customer.

The combined order value for these orders is approximately 1.5 MSEK.

"We see a strong and growing interest in our mixed reality solutions from customers in both Europe and the United States. This is excellent news in itself, while it is expected to also boost our Magic-as-a-Service orders going forward. Our collaborations with excellent partners all over the world is a great way to get this new and exciting medium for communication, marketing and sales into the hands of an increasing number of end-customers," says Realfiction's CEO Clas Dyrholm.

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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 March 5<sup>th</sup>, 2019.*

**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.