

## HISTORY MILESTONES

2002 – What would later become the team behind DeepFrame creates the first retail hologram illusion, marking the start of their career focusing on creating display solutions that effectively mixes fiction into reality. Video: <https://youtu.be/gDMgXoAySME>

2005 – Now formally joined in the company Vizoo, the team creates many different campaigns for well-known brands. Starting at Times Square New York, the award winning Lexus campaign “Why live in one dimension” dazzles people with interactive installations of full size holographic looking Lexus cars. Video: <https://youtu.be/RDjS19P2Aw>

2006 – Under the product name Cheoptics, Peter Simonsen invents the first pyramid shaped “3D holographic” display, that have since inspired thousands of people around the world, and spawned a whole niche industry of these so-called “hologram” display solutions, from DIY solutions to avant-garde creations. Video: <https://youtu.be/-k5nt541SEO>

2007 – Peter Simonsen and Clas Dyrholm creates a milestone event for fashion brand Diesel. Launching their first perfume, with a mixed reality fashion show, Diesel liquefies their brand universe through an epic underwater themed catwalk to standing ovations. Video: <https://youtu.be/4G8uPnsZwHM>

2008 – Realfiction showcase their first technology, Dreamoc, a pyramid shaped mixed reality display, made to showcase products in combination with holographic looking 3D animations. This product line has evolved and matured over the years, and is in use today by a long and growing line of top 500 companies. Although many have tried creating and selling imitations, the original iconic designs of the 3 sided pyramid shaped retail display, remains the intellectual property of Realfiction, through a collection of design patents. Video of the very first model: <https://youtu.be/gpKmOBcR0vk>