

# Realfiction announces additional insights on license and collaboration agreement

**Realfiction Holding AB (“Realfiction”) is pleased to provide additional insights into the strategic license and collaboration agreement announced on Friday 17 January 2025. This partnership is planned to start with a center stack dual-view LCD display tailored for leading automotive manufacturers and Tier 1 suppliers.**

The automotive industry is one of the sectors showing strong interest in Realfiction’s multi-view display solutions. Our collaboration partner, a trusted supplier of advanced LCD technology to major automotive brands, brings proven expertise in scaling innovative solutions. By resolving key technical production steps through access to the right facilities, this partnership ensures that both companies deliver a fully matured and market-ready product to car manufacturers and Tier 1 suppliers.

## **License fee and revenue model**

The collaboration agreement enables both companies to sell the new products. Realfiction will earn a license fee for each display mass-manufactured by the collaboration partner. For displays purchased directly by Realfiction, no license fee applies, allowing Realfiction to sell these displays to third parties and generate additional revenue. The agreement excludes upfront license fees and milestone payments, with the license fee earned solely based on the number of displays produced. In return, the collaboration partner will actively support preparations for mass production, mitigating what would otherwise be a costly process.

## **Significant market potential**

The new dual-view display targets the growing market for center stack displays, a critical component in modern vehicles. During Realfiction’s digital live event on 16 January 2024, it was noted that over 100 million center stack displays larger than 10 inches were produced globally in 2022 and 2023, underscoring the immense demand. Realfiction is taking deliberate steps to design and launch this product, positioning it to capture a meaningful share of this market. A future announcement will address commercial prospects once customer expectations are aligned and product qualifications are finalized.

## **A broad strategic collaboration**

This agreement is a testament to Realfiction’s commitment to innovation and delivering value to stakeholders. By demonstrating mass-production viability and collaborating with a trusted manufacturing partner, Realfiction is well-positioned to create new opportunities and expand its market presence. The framework agreement reflects a win-win vision, paving the way for future collaborations across multiple industries and applications, including glasses-free multi-user 3D technologies. Furthermore, it allows Realfiction to maintain flexibility in executing its licensing strategy and exploring broader market opportunities.

“This agreement provides significant opportunities for Realfiction,” said Clas Dyrholm, CEO of Realfiction. “We are excited to bring this innovative product to market and to strengthen our engagement with automotive leaders. I would like to extend my heartfelt thanks to our loyal

shareholders for their trust and support in making this possible. We remain committed to delivering on our vision of revolutionizing display technology through groundbreaking solutions like multi-view and glasses-free 3D displays. I look forward to sharing more updates about the commercial prospects as this collaboration progresses.”

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

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**Certified Adviser**

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**About Realfiction Holding AB**

Founded in Denmark in 2008, Realfiction is a provider of cutting-edge 3D display technologies designed for tomorrow's needs, featuring technological breakthroughs with its Directional Pixel Technology for LCD, OLED and microLED. These technologies support a wide range of use cases, including enhancing driving safety, medical imaging, immersive gaming and entertainment, digital signage, as well as applications in architecture, engineering, and design. The Company offers a comprehensive intellectual property portfolio tailored for OEMs and Tier-1 partners involved in developing and marketing displays for markets and industries requiring high-resolution multistereoscopic displays. All technologies are ready for licensing, and Realfiction is actively pursuing commercial licensing agreements and partnerships to pave the way to mass production. Realfiction's patent portfolio comprises 15 patent families with applications filed in multiple countries. Realfiction Holding AB's shares are publicly traded on Nasdaq Stockholm First North under the symbol "REALFI", with the share's ISIN code being SE0009920994.

**Attachments**

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