

## Realfiction invites shareholders to experience its ECHO display technology

**Realfiction Holding AB (“Realfiction” or “the Company”) is pleased to invite its shareholders to the first ever public showcase of its ECHO 3D holographic display technology at the Company’s office in Copenhagen in December. This will be a unique opportunity to be one of the first to experience Realfiction’s groundbreaking directional pixel technology with your own eyes. Three demonstrations will be shown: a 17-inch multiview LCD display demo, a 17-inch 3D multiuser LCD display demo and a 2-inch proof-of-concept HybridScan MicroLED display previously demonstrated at Display Week. To enable as many interested shareholders as possible to participate, the company will be hosting two separate but identical public demonstrations. The first at 3 PM on Friday, December 1, and the second at 3 PM on Monday, December 4.**

Following the completion of the first version of an ECHO holographic 3D display in January 2023, Realfiction has held private and much appreciated showcases for potential commercial partners and other parties of interest at its development facilities in Taiwan while improving certain details in its proprietary technology. Additionally, a proof-of-concept of a HybridScan MicroLED version was presented at Display Week in Los Angeles, USA in May. However, up until now there has been no public presentation of any ECHO display version. This will change in December 2023, as the company is now ready to demonstrate its ECHO display technology at its offices in Copenhagen.

“It is both satisfying and exciting to finally be able to publicly demonstrate the directional pixel technology that we have been working so hard for many years to create. Regardless of how much we write or speak about our vision and our successful development efforts, the only way to really experience what ECHO can do is with your own eyes. I am confident that this showcase will be a special moment for everyone attending if they have any interest in the future of how 3D content will be experienced in social settings,” says Realfiction’s CEO Clas Dyrholm.

### **Short description of the three ECHO display demonstrations:**

- The multiview demo is aimed at applications where it is of crucial importance (such as personal safety concerns/regulations) to enable people to see different 2D content on the same display. This can be for privacy reasons or to prevent potentially dangerous distractions.
- The 3D multiuser demo shows that the ECHO technology is unique in its capacity to show 3D content to more than one user at the time, even without lowering the screen resolution to half or less, which is the normal approach with glasses-free 3D display technology. While shown on a 17-inch display, the ECHO technology can be scaled up to large TV sizes.
- The HybridScan MicroLED version is a proof-of-concept that effectively demonstrates how the ECHO time-multiplexing driving system is capable of showing different content for 5 3D viewers or 10 2D viewers at the same time, with a refresh rate of 130 frames per second for each view and still without loss of resolution.

The company has as mentioned in a press release in January 2022 formed a strategic alliance with the large LCD display manufacturer AmTRAN for specific versions of ECHO displays, and it is currently pursuing licensing deals with commercial partners. Such commercial partners could include large display manufacturers, technology IP suppliers to the display industry, as well as several industry verticals with specific use cases such as automotive, medico, advertising, gaming, entertainment etc.

The ECHO licensing deals pursued would be based on Realfiction's developed and filed patent applications for technologies that enable production of multiuser and glasses-free 3D displays. Some of the company's patent applications have received "patented" status, and more are expected to follow. Additionally, Realfiction has the exclusive license to use HKUST's FLCD technologies as previously communicated.

**If you want to attend at any of the ECHO demonstrations in Copenhagen in December, please reserve your spot by writing an e-mail to [investor@realfiction.com](mailto:investor@realfiction.com) and inform us your name and date desired.**

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**Certified Adviser**

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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.

**About Innovation Fund Denmark**

Innovation Fund Denmark invests in entrepreneurs, researchers and businesses that create value for Denmark and new solutions to our society's biggest challenges - and supports the development of new knowledge and technology creating growth and employment in Denmark. Please refer to [www.innovationsfonden.dk](http://www.innovationsfonden.dk) for more information.

**Attachments**

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