

Realfiction announces the world premier exhibition of its next-gen microLED ECHO proof-of-concept at Display Week 2023

Realfiction Holding AB (“Realfiction” and the “Company”) announces that it will exhibit its recently invented and patent pending 2-inch microLED ECHO proof-of-concept display in the Innovation Zone (“I-Zone”) area of Display Week 2023 in Los Angeles Convention Center tomorrow until 25 May after being selected by The Society for Information Display.

Realfiction will exhibit a 2-inch proof-of-concept display that is a new and patent pending invention of its ECHO technology at Display Week 2023. The invention combines microLED and ferroelectric liquid crystals (FLC) in a configuration together with Realfiction’s proprietary driving system and directional pixel technology. The invention can also be based on a combination of OLED and FLC. However, by using microLED, Realfiction was able to produce this proof-of-concept display very rapidly and at a low cost, thus allowing the Company to showcase its capabilities at Display Week tomorrow.

“This is an important step for Realfiction in the ECHO commercialization process, and we are honored to be selected by SID for the I-Zone during Display Week. Exhibiting during Display Week marks our first public showing of the ECHO technology and our commercialization strategy include plans to be at more events later in 2023 and early 2024,” says Realfiction’s CEO Clas Dyrholm.

This project is supported by Innovation Fund Denmark.

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This information is information that Realfiction Holding is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-05-22 07:45 CEST.

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 ECHO

The ECHO pixel technology can direct light from flat screen displays in different directions, allowing each individual viewer to not only see an image which is different from what others see, but also to experience full 3D depth in that image. The main differentiators between this technology and others in the market or currently under development are that it does not require the use of glasses, that it is a multi-user system, that the resolution can be ultra-high and that it is not limited to any known standard nor size, that the required image processing is well within the capacity of current standard equipment, and that it can be mass-produced at a low cost. In addition to hardware, strong progress is also being made on the software side, including our Holowize 3D film conversion technology to enable a wealth of exciting content for the whole family. Finally, Realfiction has a global patent strategy to ensure that the ECHO directional pixel technology is properly safeguarded to enable the Company in signing collaboration or licensing agreements with commercial partners who want to include the technology in their display products. Several of the patent applications have progressed to the national phase, with the first notice of allowance received in April 2023 for a US ECHO patent related to the OLED technology.

About Display Week 2023

Display Week 2023, the 60th International Symposium, Seminar and Exhibition presented by the Society for Information Display (SID), will be held in Los Angeles, CA, May 21-26, 2023. Serving as a catalyst for innovation, information and inspiration, Display Week supports and showcases the entire ecosystem of emerging electronic display and visual information technologies, and features a world-class exhibition with hands-on demos, hundreds of scientific presentations from pioneering scientists, special sessions with today's most forward-thinking business leaders, and an annual business conference devoted exclusively to the supply chain of these convergent industries. Thousands of attendees from the R&D, engineering, design, manufacturing, supply chain, marketing, sales and financial disciplines flock to Display Week to find out what's new and what's next. Display Week also delivers unparalleled learning opportunities, highlights market-moving trends, and provides an expansive platform for networking that enhances career and business growth. For more information about Display Week 2023, visit www.displayweek.org or follow us on LinkedIn, Facebook, Twitter @DisplayWeek (hashtag #DisplayWeek2023), or the Display Week YouTube Channel.

About The Society for Information Display

The Society for Information Display (SID) has been powering the display technology industry since its inception in 1962. It is the only professional organization dedicated to the electronic display and visual information technology industries, and plays a vital role in advancing the plethora of interwoven discoveries and applications from concept and research to manufacturing and market. As a worldwide platform, SID brings together the multiple facets of these industries to fully support the imaging and display ecosystems, and help address growing consumer demand for seamless digital experiences through smart phones, televisions, mobile computers, immersive gaming and entertainment applications, online platforms, electric cars, wearables, smart homes, and an ever-expanding menu of devices and uses that have become engrained in the way we live, work and play. Additionally, SID provides a unique platform for industry collaboration, communication and training in all related technologies while showcasing the industry's best new products at its annual International Symposium, Seminar & Exhibition (known as Display Week). To promote industry and academic technology development, and educate consumers, SID hosts more than 10 conferences a year, including Display Week, which unites industry and academia all under one roof to demonstrate technology that will shape the future. The organization's members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales. SID's global headquarters are located at 1475 S. Bascom Ave., Ste. 114, Campbell, CA 95008. For more information, visit www.sid.org.

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 for more information.

Attachments

[Realfiction announces the world premier exhibition of its next-gen microLED ECHO proof-of-concept at Display Week 2023](#)