

Realfiction will showcase its ECHO holographic 3D display at CES in January 2024

Realfiction Holding AB (“Realfiction” or “the Company”) is pleased to announce its plan to exhibit its 17-inch ECHO holographic 3D display at the Consumer Electronics Show (CES) in Las Vegas in January 2024.

While the plan to exhibit at CES does not rule out the possibility of the Company participating in earlier public demonstrations of its 17-inch ECHO full-HD LCD display, this announcement serves to communicate that Realfiction will be present at the most important trade show with its display that can show the same 3D content for multiple viewers and different 2D content for different simultaneous viewers (multi-view).

“CES is THE place to be in terms of showcasing new technology, and we can’t wait to impress many of the more than 100,000 CES attendees with our ECHO technology,” says Realfiction’s CEO Clas Dyrholm and continues: “ECHO can be used in many different types of products, for example televisions, computer monitors and cars, and we have received interest from potential commercial partners in several relevant market segments. CES is the venue that brings all technology sectors together, and being there allows us to effectively present and communicate to many at one location.”

For more information about Realfiction Holding AB, please contact:

Clas Dyrholm, founder and CEO

Telephone: +45 25 22 32 81

Email: clas@realfiction.com

www.realfiction.com

Certified Adviser

Mangold Fondkommission AB is the company's Certified Adviser and can be contacted via ca@mangold.se or +46 8 503 015 50.

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 CES

CES® is the most influential tech event in the world – the proving ground for breakthrough technologies and global innovators. This is where the world's biggest brands do business and meet new partners, and the sharpest innovators hit the stage. Owned and produced by the Consumer Technology Association (CTA)®, CES features every aspect of the tech sector. CES 2024 will take place Jan. 9-12, 2024, in Las Vegas. Learn more at [CES.tech](https://ces.tech).

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, and the first ECHO patent related to the OLED technology will be granted by the US Patent Office on 5 September 2023 while a notice of allowance was received in July 2023 for another US ECHO patent application related to multi-view features in LCD displays.

Attachments

[Realfiction will showcase its ECHO holographic 3D display at CES in January 2024](#)