

Realfiction is ready to showcase its Directional Pixel Technology during the CES week

Realfiction Holding AB (“Realfiction” or “the Company”) is in Las Vegas, USA and ready to showcase its Directional Pixel Technology™ (“DPT”) during the Consumer Electronics Show (“CES”) this week, the world’s pinnacle tech event.

As previously announced, Realfiction will showcase four DPT demos of which three were demonstrated to shareholders of the Company in early December 2023.

“We arrived in the USA last Thursday and we have been meticulously fine-tuning our displays and presentations to ensure an exceptional impression”, says Realfiction CEO and co-founder Clas Dyrholm and continues “I take great pride in what we are showcasing. Our displays and content have been optimized to an exceptional standard that will impress even the most discerning viewers. I have often heard the saying that – a school examination is a celebration for the well-prepared student, and this is precisely how I feel. The upcoming days of presentations will be a celebration for us, as we are thoroughly prepared to initiate a paradigm shift in 3D display technology. We have scheduled nearly 40 presentations for potential commercial partners and related industry leaders from display companies, automotive, medical, digital signage, gaming and social technology companies, and more.”

Short description of the four ECHO display versions to be demonstrated during CES 2024:

- A 17-inch multiview demo where users can see different content on the same display - in full resolution. The multiview feature comes as a natural part of any 3D DPT display but can also be made simpler for 2D only. This can be relevant to increase safety and entertainment in automotive, and for applications where privacy or differentiated view is either a need or a benefit.
- A 17-inch 3D multiuser demo showing that the DPT technology is unique in its capacity to show 3D content to more than one user at a 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 technology can be scaled up to large TV sizes.
- An OLED DPT backplane proof-of-concept with 600 active matrix TFT subpixels per pixel, with less than 50% increase in number of addressing electrodes. This OLED version demonstrates a segment of a 65-inch 4K display suitable for home cinema use, and scalable to even larger sizes. The OLED version is capable of showing different content for 5 3D viewers or 10 2D viewers at the same time with no loss of resolution.
- A 2-inch MicroLED proof-of-concept that effectively demonstrates how the DPT time-multiplexing driving system is capable of showing different content for 5 3D viewers or 10 2D viewers at the same time on a MicroLED display, with a refresh rate of 130 frames per second for each view and no loss of resolution.

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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.

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 takes place 9-12 January, with media days from 7-8 January, in Las Vegas. Learn more at [CES.tech](https://ces.tech).

Attachments

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