

Realfiction reaches major development milestone for its ECHO holographic 3D display technology

Realfiction Holding AB (“Realfiction” and the “Company”) is proud to announce the completion of a first version of an ECHO holographic 3D display. The display is based on the Company’s patent-pending ECHO technology, which enables glasses-free 3D experiences for multiple viewers. Potential commercial partners are now being invited to view the display at Realfiction’s development facilities in Taiwan from late February 2023, with public demonstration to be announced later this year.

Realfiction’s development team, in collaboration with AmTRAN, has now completed a first version of an ECHO display. This display is a 17-inch full-HD display, capable of showing individual 3D and 2D for two simultaneous viewers. This initial size has been chosen to suit some specific use-cases, and there are no known technical limitations preventing the Company from making ECHO displays in larger sizes with higher resolution, as well as for more users.

“I am truly excited that we have now reached the point where ECHO has progressed from a bold vision into an actual display that allows for presentation to potential commercial partners. This is an amazing achievement, and I want to congratulate the whole Realfiction team, as well as our partners, for their respective valuable contribution to reaching this milestone. The capabilities of this first version are immersive and promising, which was evident during the internal demonstration held recently, and we are inviting potential commercial partners and other parties of interest to view the display in Taiwan from the end of February 2023,” says Realfiction’s CEO Clas Dyrholm.

By holding demonstrations of the first version of the ECHO display, the Company is able to benefit from the positive momentum gained in recent meetings with potential commercial partners.

“During the commercial discussions held so far, we have received further evidence that ECHO is a highly sought-after display technology. Even though we have not been able to showcase the first display yet, the reaction in everyone’s eyes when we talk about its capabilities is nothing but priceless,” says Clas Dyrholm.

As opposed to other currently known glasses-free 3D displays, ECHO displays do not reduce the resolution in order to show 3D, which is a huge benefit. Also, there is no reduction in image clarity and quality when showing 2D as other solutions are burdened with. But more importantly, the unique and patent pending directional pixel approach in Project ECHO allows multiple viewers to see individual real-time generated 3D perspectives. Another unique feature is dual view, where each viewer can see completely different 2D video streams. This can be very useful in some use-cases, one of which is automotive. Here, dual view would allow the passengers to use the display for entertainment purposes, like watching TV or playing videogames, without the risk of distracting the driver, as the driver could simultaneously be watching purely relevant information in the display such as navigation directions.

Date of the first public demonstration to be revealed later in 2023

Demonstration of the first ECHO display version is limited to invite-only. Meanwhile, a couple of important improvements will be made before finalizing the first public display version. When the public display version is completed, the date and place of the first public presentation will be revealed. A public presentation will most likely be held during the second half of 2023.

“We will now continue to work with AmTRAN, our strategic alliance partner for specific LCD versions of ECHO, to complete the public display version. Even though we have not sold nor presented the ECHO display externally yet, I am very pleased with the milestone accomplished and the first internal viewing of the display. This would not have been possible without the continued support of our investors and the more recent contributions by Innovation Fund Denmark. Due to the progress of the ECHO development, In December 2022, we received an additional MSEK 1.2 from the up to 5 MDKK Innobooster subsidy granted in October 2021,” says Clas Dyrholm.

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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 2023-01-30 08:00 CET.

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.

Attachments

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