

## Realfiction provides commercial update on its Directional Pixel Technology™

**Realfiction Holding AB ("Realfiction" or "the Company"), a leading innovator in advanced display technologies, report positive momentum in the commercialization of its Directional Pixel Technology™ ("DPT"). The Company's current commercial focus areas are Dual/Multiview automotive displays, LED walls, and MicroLED displays. Discussions are ongoing with Samsung Display and Samsung Electronics, two separate divisions of the global display leader Samsung. Realfiction expects to generate DPT-related up-front and non-recurring engineering (NRE) payments from multiple customer projects in 2025 and 2026, followed by per-unit license fees from commercial products beginning in late 2026 or early 2027.**

Following the receipt of SEK 7.4 million in DPT related revenue in December 2024, Realfiction has demonstrated notable commercial momentum in 2025:

- **January:** A major license and collaboration agreement was signed with Realfiction's first DPT licensee, a trusted Tier 2 supplier to leading automotive brands. [See press release dated January 17, 2025.]
- **February:** A key DPT component was presented – a specialized 15-inch Spatial Light Modulator compatible with LCD, LED/MicroLED, and OLED panels.
- **March:** Realfiction announced its invitation to participate at the Samsung Electronics Global Sourcing Fair 2025, rescheduled by Samsung to take place on 28 May.
- **April:** Realfiction unveiled the world's first MicroLED-based 3D display, powered by Realfiction's Directional Pixel Technology and developed through close cooperation with PlayNitride.

At the same time, multiple discussions regarding potential additional license and collaboration agreements are ongoing and becoming increasingly concrete. Realfiction notices a new level of engagement from potential partners following recent demonstrations at Touch Taiwan and Display Week, where it was evident that current DPT display demonstrators provide the needed proof that the technology is ready for commercial integration, thanks to the key DPT component and unique driving algorithms.

### Update on Commercial Focus Areas

To provide an overview of the status in key commercial areas and a projected timeline for market entry, the following update is presented.

#### **Automotive: Dual/Multiview center console displays**

Realfiction is noticing a significant demand for enhanced Dual and Multiview center console displays, offering higher resolution, reduced crosstalk, and lower manufacturing costs. This demand comes from car manufacturers, Tier 1 system providers of complete entertainment systems, and Tier 2 display suppliers.

Together with its first DPT licensee, a Tier 2 supplier to major car brands, the development is on track to deliver a DPT-powered display product to meet this demand.

In parallel, active discussions are progressing with two major groups of automotive brands, as well as two major Tier 1 suppliers. It is clear that these potential partners are now seeing DPT as a viable solution to solve key technical and safety challenges in this space, and they are actively pursuing ways to collaborate with Realfiction.

**LED walls and MicroLED displays**

Realfiction is seeing strong traction in the segment for LED walls used for immersive marketing and experiential environments following successful presentations of DPT demonstrators. DPT offers compelling advantages in this space, including full resolution and immersive glasses-free 3D. Just like in the automotive segment, Realfiction is in discussions with multiple providers of LED wall products and potential mass manufacturing partners.

One LED wall provider is in the process of securing a budget and timeline for a mass-production product.

Meanwhile, Realfiction is in discussions with potential mass production partners, and the Company is aiming to come to an agreement with such a partner in 2025.

Within MicroLED, expected by many to become a major display technology with important advantages, Realfiction is working closely with PlayNitride. When unveiled at the Touch Taiwan 2025 event in April, the world's first MicroLED-based 3D display, powered by DPT, drew major attention. Following this first mutual success, and similar reactions during Display Week, the parties are in dialogue about a follow-up project involving non-recurring engineering (NRE) payments to Realfiction.

**Engagement with Samsung Electronics and Samsung Display**

Realfiction today demonstrated DPT at the Samsung Electronics Global Sourcing Fair 2025, where key decision-makers were present.

Additionally, following the Company's demonstrations at Display Week, Realfiction has also presented DPT to Samsung Display Research Division, the division within Samsung Display responsible for developing new display and device technologies.

Receiving interest from two divisions of a global display powerhouse such as Samsung is yet another testament to the exceptional performance and commercial potential of DPT. Realfiction will continue to explore possible roads ahead together with this potential partner, hopefully being able to satisfy the demands of both relevant divisions in one or more display categories.

**CEO Comments****Clas Dyrholm, CEO of Realfiction comments:**

"As presented in this update, Realfiction is making solid strides in the commercialization of our DPT platform together with world-class partners. While we wish the process could advance faster, we are confident in our path to generating DPT-revenue from NRE and up-front payments from multiple customer-financed development projects in 2025 and 2026, followed by per-unit license fees from commercial products starting in late 2026 or early 2027. It's a dream we have pursued for years, and seeing and progressing from initial demonstrations to increasingly concrete discussions on mass-production planning is both gratifying and motivating. We cannot wait to reach our goal to establishing a new standard for exceptional Multiview 2D and 3D experiences in displays."

He adds:

“We believe that we are close to a commercial tipping point for DPT, with the potential to scale up the DPT market uptake considerably when the first market-ready products show everyone what our technology platform is capable of in real-world use. As an IP-driven company, our business model has the potential to scale really well, and this is something that has been demonstrated times before by other companies in the display industry, such as Universal Display Company (UDC). They started out with modest NRE and royalty revenue streams before becoming a large and very profitable company in the following years, and this is exactly what we aim to do.”

**For more information about Realfiction Holding AB, please contact:**

Clas Dyrholm, founder and CEO

Telephone: +45 25 22 32 81

Email: [clas@realfiction.com](mailto:clas@realfiction.com)

[www.realfiction.com](http://www.realfiction.com)

**Certified Adviser**

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

**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.

**Attachments**

[Realfiction provides commercial update on its Directional Pixel Technology™](#)