

Patent grant for Realfiction Holding AB's Project ECHO

Realfiction Holding AB ("Realfiction" and the "Company") is pleased to confirm that the US patent for application 17/439,033 entitled Directional OLED Display will be granted on 5 September 2023 by the United States Patent and Trademark Office (USPTO).

Following the Company's press release on 27 April 2023, the USPTO now confirms the patent issuance. The patent issuance secures IP protection of our technology which enables glasses-free 3D experiences for multiple viewers in OLED displays. The term of the patent is until 2040.

"We are delighted to be granted this first patent approval for our Project ECHO technology. With more patent applications in process, we expect this to be the first of several patents, designed to give us the best and broadest protection possible for the commercialization of our glasses-free 3D holographic displays", says Clas Dyrholm, CEO at Realfiction and continues "Our ECHO technology does 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 granted directional pixel approach allows multiple viewers to see individual real-time generated 3D perspectives."

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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.

Attachments

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