

DeepFrame™



“IMAGINE A DISPLAY SYSTEM
THAT PROJECTS LIVING IMAGES
AS A VIRTUAL LAYER ON TOP OF
THE REAL WORLD, IN ANY SIZE
AND DISTANCE, USING FILMED OR
3D ANIMATED CONTENT IN FULL
COLOUR AND 4K RESOLUTION.”

PETER SIMONSEN, CO-FOUNDER AND HEAD OF R&D, REALFICTION



TRANSFORMING THE WORLD BEFORE YOUR EYES

The way we see the world is changing. Thanks to technological advancements, our definition of reality is expanding. DeepFrame is a revolutionary mixed-reality display that sets new standards by merging the real and virtual world, to produce visualizations where physical and digital elements blend in real-time.

Marking a new evolution in interaction, DeepFrame seamlessly blends human, environmental and technological input to create experiences and entertainment that meld physical reality with 3D digital content. The largest of its kind, DeepFrame is window-like display that consists of a high-precision optical lens, combined with a curved OLED screen that projects digital content through the lens to create a virtual layer on top of reality.

Spectators can collectively experience lifelike animations in any size and at any distance without the use of traditional and immersive VR eyewear. Enhancing reality, DeepFrame brings to life experiences and entertainment beyond the imagination – and for all to see.

WITH DEEPFRAME YOU CAN CREATE

- Shared visual experiences for multiple people to take part in and engage with, at the same time.
- Installations that showcase more products, more information and more personal options and interactions to engage and enhance the customer's shopping journey.
- Next-level advertising that allows you to communicate impossible things, right before your eyes.



A NEW DIMENSION OF INTERACTION & EXPERIENCE

Imagine bringing history to life: Restoring damaged artefacts to their former glory; reconstructing ancient cities or modern architectural achievements; reviving prehistoric reptiles that once roamed the Earth.

Imagine discovering the wonder of science: Magnifying the scale of the human body's cells or the particles that make up the very beginning of time; travelling to faraway galaxies to discover new constellations.

DeepFrame pushes the limits of human experience to provide museums and learning centres with location-based encounters that allow the audience to engage and interact

with the physical space without the confinements of traditional Virtual Reality. Rather than transposing the individual through the use of headsets or special glasses, DeepFrame brings the audience together to experience enhanced reality from exactly where they stand. Enabling you to present compelling content and real-life experiences to your audience, DeepFrame erases the line between fiction and reality.

By creating a virtual layer over the real world, DeepFrame can entertain and educate patrons or students with new real-time experiences of and interactions with focal points of exhibitions or key curriculum learning areas.



WHAT IS MIXED REALITY?

Mixed Reality (MR) is a technology that merges the real and virtual world to produce environments and visualizations where physical objects blend with video or live animations in real time. This creates powerful, magical moments for people to see and interact with right before their eyes, leaving memorable and lasting impressions to share with others.

Named as the 4th wave in computing after PC, mobile and the Internet, mixed reality together with augmented and virtual reality is projected to be one of the most profound ways our world will change in the coming years.

Unlike other mixed reality solutions, our displays do not require the viewers to wear special glasses or headsets, allowing larger crowds to view the same experience, at the same time – making it especially suitable for retail, advertising, museums and experience centers.



DEEPFRAME CHANGES NOT ONLY
THE WAY PEOPLE INTERACT WITH
THEIR ENVIRONMENT, BUT ALSO
WITH EACH OTHER



DEEPFRAME ENABLES COMPANIES, MUSEUMS AND LEARNING CENTRES TO



Create immersive and interactive experiences without the need for headsets, glasses or other wearables.



Show location-based historic past events or incredible future things to come.



Work with conceptual design and prototyping in real-size.



DEEPFRAME OFFERS THE POSSIBILITY
TO SHOWCASE MORE PRODUCTS, MORE
INFORMATION AND MORE PERSONAL
OPTIONS TO ENGAGE AND ENHANCE
THE CUSTOMER'S SHOPPING JOURNEY.



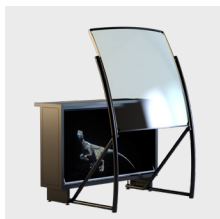
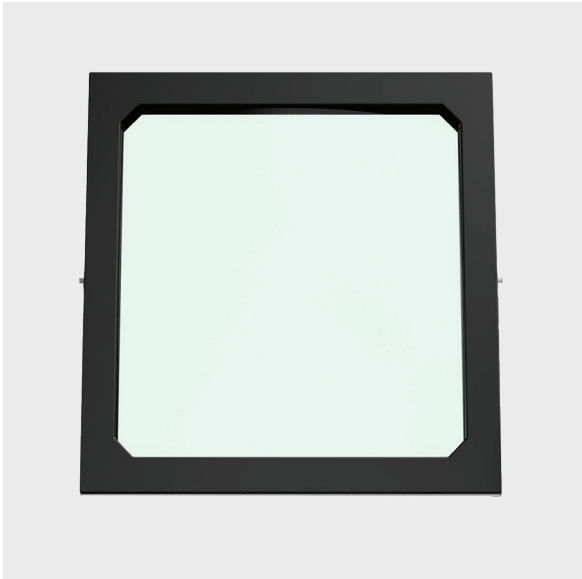
RESHAPING THE RETAIL EXPERIENCE

At a time when bricks-and-mortar stores need redefining to stay relevant, DeepFrame provides retail businesses with the perfect opportunity to add layers of value to the customer experience, tapping into the very roots of retail: to provide public spaces with experiential content.

Shopping is just as much about buying things as it is experiencing things. DeepFrame presents a customer-centric technology that naturally extends a brand's connection to the consumer. By creating original, experience-focused, real-life content – something unavailable at online shopping destinations – mixed reality storytelling lets you differentiate

your brand's offering and take your customers on a journey in a live environment where they can interact with and explore your products or brand.

Whether you want to create virtual changing rooms where customers can visualise what they will look like in your clothing; interactive design tools or a digital representation of a brand spokesperson on the shop floor, DeepFrame's ability to overlay virtual elements onto the real world takes advantage of the physical space to allow customers to sense the experiences related to what you are selling – far beyond the physical inventory.



DeepFrame™

FEATURES

- Create digital visualisations up to several miles away
- Revolutionary display technology
- High-end precision optical lens
- HD or 4K visuals
- Display measurements: W1350 x H1350 x D100 mm
- Flightcase included

ACCESSORIES



OLED MOUNT KIT



FLOOR STAND



OLED STAND



LG 65" OLED SCREEN



DEEPPFRAME HOUSING

DeepFrame™ One

FEATURES

- Complete DeepFrame display setup
- 4K OLED screen and media player
- Built-in sound system
- High-end precision optical lens
- One-hour assembly time.
- Optional magnetic skin branding of the chassis.
- Flightcase included



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WHO WE ARE

Realfiction is a leading global manufacturer of mixed reality solutions for retail, education, events and brand activations. Our pioneering displays generate attention that resonates with today’s consumer who increasingly live beyond the reach of classic advertising.

For more than a decade, founders Clas Dyrholm and Peter Simonsen have built a position as industry leaders in creating visual experiences by developing solutions that evoke emotions, engagement and sensory awareness.

With our headquarters based in Copenhagen, Denmark, we are a partner-centric company operating on a global scale. Our extensive network of resellers and creative agencies is the core foundation that enables us to deliver scalable solutions for any project.

OUR PASSION HAS ALWAYS BEEN TO CREATE VISUAL STORIES THAT
IMPACT PEOPLE, CREATING A MAGICAL MEETING BETWEEN THE REAL AND
THE VIRTUAL WORLD.

CLAS DYRHOLM, CEO AND CO-FOUNDER, REALFICTION

Magic Matters