Speaking points Peter Simonsen, Co-founder and Head of R&D, Realfiction:

"Imagine a display system, that creates a mixed reality experience that looks like living holograms. A display that projects living images as a layer onto the real world in any size and over any distance, using filmed or 3D animated content in full colour and 4K resolution" – This is what we have achieved and put to the market, based on two years of research and development as well as the knowledge from creating our Dreamoc line of enclosed mixed reality displays

DeepFrame was developed as an extension of my dream of enabling a large mixed-reality story format –living pictures that look like real-life, with a size up to 4 miles (over 6 kilometers) wide. It all started out 35 years ago when my father was working at the Pantomime Theatre in the old Tivoli garden in Copenhagen, the capital of Denmark. My father loved to work with light and scenography and brought his work home, building large puppet theatres. Building puppet theatres and playing with them was a father-and-son thing in my home.

"I believe that I have been deeply colored and inspired by these puppet-theatre memories, what we do today building state-of-the-art mixed-reality displays is a kind of digital puppet theatre, it's a kind of fiction mixed with reality, the same as a puppet theatre."

"I am very excited, that we have succeeded in developing the DeepFrame display. This mixed-reality display will really enable the wildest digital puppet theatre dreams to come to life in an image format from one meter to many miles wide."

"We believe that DeepFrame will be the new standard for mixed-reality displays – hopefully, used by many people in the experience industry. Imagine an Apollo rocket launch in real size integrated as an image layer in the real world. Or a Dinosaur Park like Jurassic Park brought to life with this technology." Using DeepFrame can create some very powerful effects, so finally we have the chance to conquer back some of the lost museum audiences and get people back into sharing social experiences together without the use of goggles or glasses, instead of the very individual use of media we have today.

"The technology is quite simple, but the manufacturing of these special optical layers is not – you can say that it's all about the highest precision in optics. By bending the light from curved OLED displays, using special made and transparent very large optics, normally made for the space industry and used in space telescopes, Realfiction is now able to create amazing and magical super-large mixed-reality experiences. We really look forward to implement, help and work with colleagues from all over the world on this."

Peter Simonsen, born November 4, 1972.