



dreamoc™ POP

TAKE YOUR
POP MATERIAL
TO THE NEXT
LEVEL...

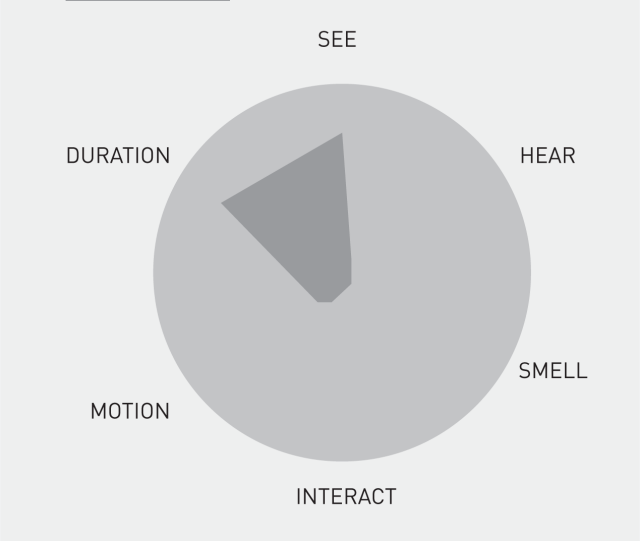


Consumers today have grown accustomed to the old fashioned and static Point of Purchase (POP) marketing material.

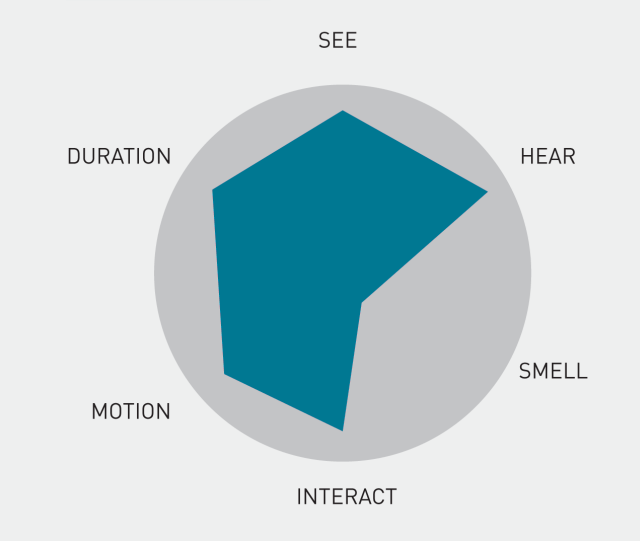
Bright colored signs do not create the same attention it used to. Even flat-panels and LCD displays are commodity in most shops today. At Realfiction we have experienced a turn in the market, going towards 3D presentations of merchandize. Up until now this technology has mostly been for flagship stores and exclusive brands.

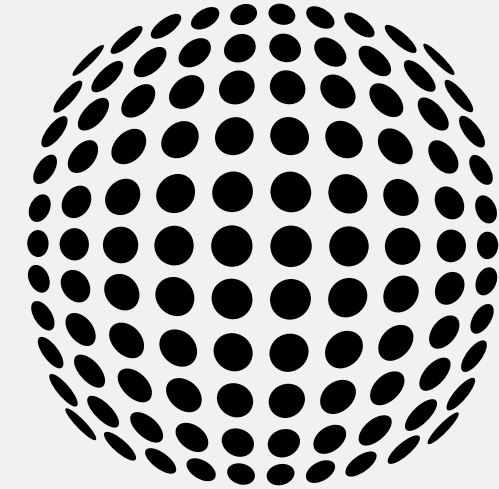
Our experience shows that 3D holo-graphic presentations have a tremendous impact on the viewer creating an instant attention and stop effect. The 3D holo-graphic displays from Realfiction gives a longer lasting impression and creates the wanted Stop and Wonder effect for the audience

INSTORE PRINT



INSTORE DREAMOC





REALFICTION™

The founders of Realfiction has since 2002 worked with holographic illusions from huge stage events to standardized retail units such as the Dreamoc™

Realfiction was established in 2008 and has since then focused on making holographic displays for the retail market. The basic idea is to let reality meet fiction by combining a physical product with 3D holographic animated content..

For more history visit:
<http://www.realfiction.com/en/history/>

Customized solutions

The world of holographic illusions has grown from expensive customized solutions to standardized product displays. When Realfiction launched the Dreamoc™ this was a groundbreaking way for top level brands to achieve the 3D effect in a product display at an affordable price.

dreamoc™ HD

dreamoc™ POP

Now we take it to the next level. By launching the Dreamoc POP, you will be able to attain your customer's attention at a surprisingly competitive price. Dreamoc POP is targeted for the mass retail market and is a perfect attention maker for FMCG business.

Case story:
Johan Bülow Lakrids

In one
month
the sales
more than
doubled ...



3D Holographic presentation increases sales!

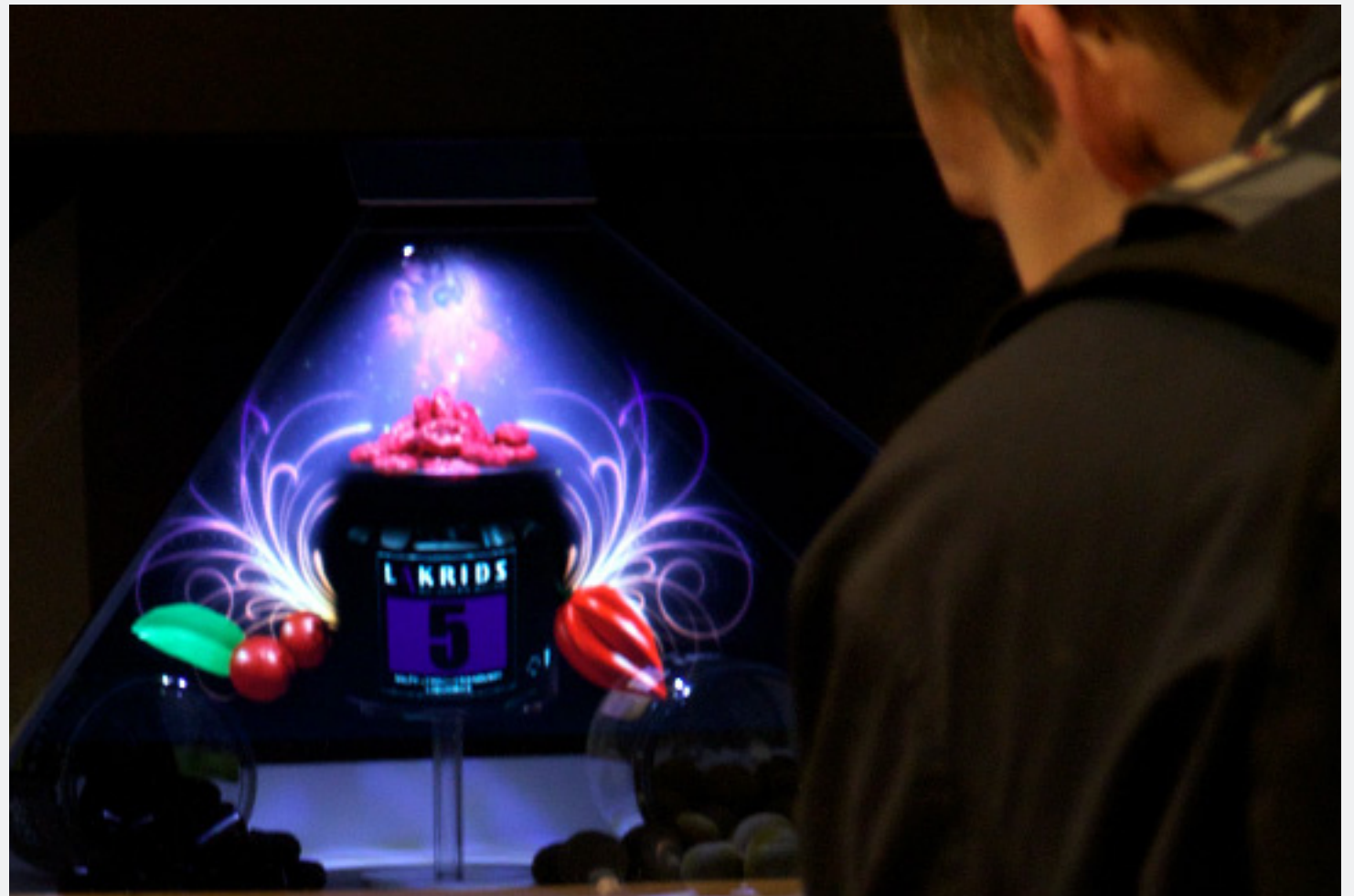
In Magasin, probably the most well-known and prestigious shopping center in Denmark, Johan Bülow installed 3 Dreamocs. The target was to boost the sales of Liqueurish, by combining their physical product with the 3D holographic display, Dreamoc, from RealFiction.



Larkrids by Johan Bülow is the world's first producer of hand-rolled liquorish. The company was established in 2007 and has since its birth produced high quality and delicious liquorish with the best ingredients from all over the globe.

Magasin

Magasin is a chain of exclusive shopping centers with their largest entity placed in the center of Copenhagen. Magasin has since 1870 grown to become the preferred shopping center for tourists and Copenhageners.

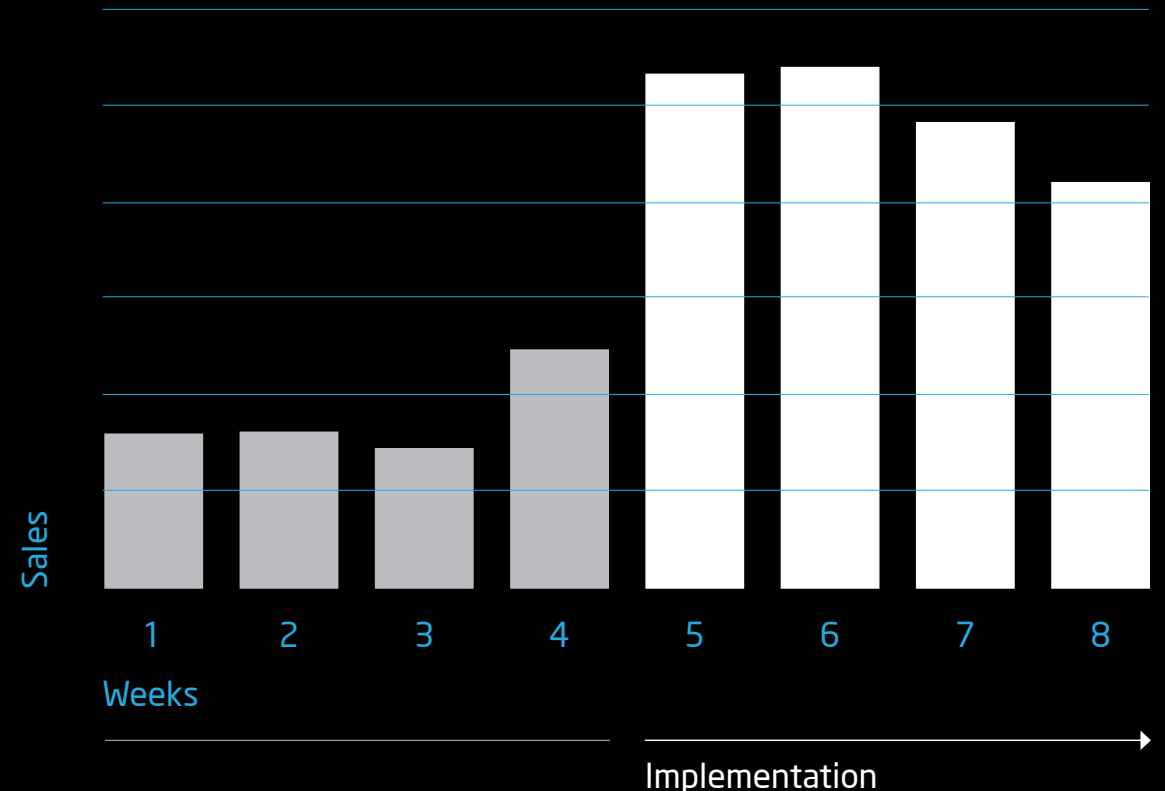


“It was incredible to see the stop-effect the display created, and even more incredible to see how much our sales actually increased”

The International Food Manager in Magasin, Ricky Overeem, goes on and states that:

“In the short run the display has had a huge promotional power, and this case is the largest success we have ever had with a “new” product.”

During the first month of implementation Magasin increased sales of the product being promoted in the astonishing Dreamoc by 180%.



3D is happening now! RealFiction gives you the Dreamoc POP

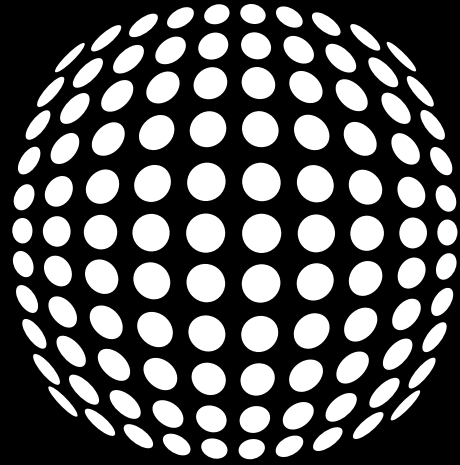
The Dreamoc POP is a price effective holographic display which uses the proven technology from the well-known Dreamoc™ series. The Dreamoc POP offers you the possibility for promoting your product in 3D in crowded retail areas such as:

- On the shelf
- By the counter
- Floorspace
- Blistercard displays
- In cafes, bars and restaurants
- Retail, mall, shopping center
- And much more..

The unit is produced in aluminum and can be customized with branding on the outside.

The standard Dreamoc POP measures 46x36x46 cm (WxHxD) and is equipped with a 19" display. For volume orders we are able to customize the Dreamoc POP to other sizes so it fits into your retail environment. Contact us and let's talk about the possibilities for boosting your sales by attracting customers to your shop.





REALFICTION™

For more info please visit
www.realfiction.com
www.dreamoc.com

Magic Matters