



Reach Non Regulatory Reach Announcement

## VividQ Update

### PIRES INVESTMENTS PLC

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#### **Pires Investments plc**

("Pires" or the "Company")

#### **VividQ collaborates with Arm to power holographic display on mobile**

Pires Investments plc (AIM: PIRI), the investment company focused on next generation technology, is pleased to provide an update on its investment in Sure Valley Ventures ("SVV") in relation to VividQ, a deep technology software company with expertise in holographic display; a company within the SVV portfolio.

On 15 September 2020, VividQ announced a partnership with Arm, a world leading technology provider of silicon IP, to further enable the integration of holographic display into Augmented Reality ("AR") wearables. The collaboration makes VividQ's software compatible with mobile devices using Arm Mali Graphics Processing Units ("GPUs").

Holographic display provides a realistic depth perception in AR devices; considered to be one of the major requirements for mass adoption of consumer AR. The natural depth of field in AR can be achieved with Computer-Generated Holography ("CGH") powered by VividQ software, which is the method of creating holograms digitally. Each hologram is encoded with all the necessary information required to display a three-dimensional scene, with depth, to the viewer.

Pires has a circa 13% interest in SVV. SVV is a venture capital fund focused on investing in the software technology sector with a specific focus on artificial intelligence, the internet of things and immersive technologies.

#### **Peter Redmond, Chairman of Pires commented:**

"We are delighted to provide an update regarding VividQ's collaboration with Arm, which offers an exciting opportunity for significant developments in consumer AR technology. We believe that VividQ is well positioned to serve the increasing demand for holographic display in AR wearables and mobile devices and the collaboration with Arm - a commendable endorsement of VividQ's software and team - will certainly aid this progress. We look forward to updating the market with VividQ's progress to this regard in due course."

**- Ends -**

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#### **Notes to Editors**

##### **About Pires Investments plc**

Pires Investments plc (AIM: PIRI) is an investment company providing investors with access to a portfolio of next generation technology businesses with significant growth potential.

The Company is building an investment portfolio of high-tech businesses across areas such as Artificial Intelligence ("AI"), Internet of Things ("IoT"), Cyber Security, Machine Learning, Augmented Reality and Virtual Reality ("AR/VR") and Big Data, which the Board believes demonstrate evidence of traction and the potential for exponential growth, due to increasing global demand for development in these sectors.

For further information, visit: <https://piresinvestments.com/>.

##### **About VividQ**

VividQ is a deep tech software company with world-leading expertise in 3D holography. Its expert engineers, mathematicians and computer scientists out of the Universities of Cambridge, Oxford and St Andrews developed the patented technology for commercial applications of holographic display in AR/VR headsets and smartglasses, automotive head-up displays, and consumer electronics. VividQ is backed by leading international investors including Sure Valley Ventures, OSRAM FluxUnit Ventures, University of Tokyo Edge Capital and Essex Innovation.

Further details about VividQ can be found at <https://vivid-q.com/>.

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