



Update on investment in VividQ

[PIRES INVESTMENTS PLC](#)

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Pires Investments plc

("Pires" or the "Company")

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VividQ showcases Optical Engine Demonstrator at SID Display Week

Pires Investments plc (AIM: PIRI), the investment company focused on next generation technology, is pleased to provide an update in relation to VividQ Limited ("VividQ"), a leading developer of software and hardware IP for 3D holographic display, an investment within the Sure Valley Ventures ("SVV") portfolio.

VividQ has launched its proprietary Alpha Optical Engine Demonstrator aimed at manufacturers of high-end Augmented Reality ("AR") headsets at the SID Display Week Conference which took place in San Jose, California, last week. The Alpha Optical Engine Demonstrator displays high-resolution 3D visuals (60 PPD) with excellent contrast and realistic focal depth by direct engineering of light in software, a process known as Computer-Generated Holography ("CGH").

VividQ has developed world-leading expertise in CGH, which is the only solution for high-performance AR display, allowing users to focus on content across multiple depth planes, addressing many shortcomings of today's AR devices, allowing for easier interaction with AR content.

Pires has a circa 20% 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.

Nicholas Lee, Director of Pires commented: "We are thrilled to note VividQ's unveiling of its proprietary Alpha Optical Engine Demonstrator at the SID Display Week Conference in California. Following its £11 million funding round last year, it is pleasing to see VividQ continue to make major advances to high-end AR headsets with real-time CGH.

"We look forward to updating the market on VividQ's progress in due course."

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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, Internet of Things, Cyber Security, Machine Learning, Immersive Technologies 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 UK-based software and IP licensing company, powering the display revolution with Computer-Generated Holography. Holography is no longer just science fiction. For the first time, it is a viable commercial solution for digital display applications. VividQ's extensive R&D has led to cutting-edge developments for high quality, real-time Computer-Generated Holography. The company's products enable innovative technology companies to integrate true holographic display in Augmented Reality wearables and Head-Up Displays. VividQ's technology enables the most realistic and immersive visual experiences.

For more information, please visit: www.vividq.com

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