

Datavault AI Announces Experiential Marketing Collaboration with New York's Fifth Avenue Luxury Retailer Riflessi to Enable Sponsored Immersive 3D Digital Twins of Inventory with ADIO(R) and DVHOLO(TM)

Riflessi to Deploy Digital Twins of Luxury Fashion Lines of Brunello Cucinelli, Gucci, Tom Ford, Kition and Tommy Hilfiger[®] among other Leading Brands with Interactive DVHOLO

3D Holographic Display in New York's Fifth Avenue Fashion District

PHILADELPHIA, PA AND NEW YORK, NY / [ACCESS Newswire](#) / January 7, 2026 / Datavault AI Inc. ("Datavault AI" or the "Company") (NASDAQ:DVLN), a leader in data experience, valuation, and monetization technologies, today announced a collaboration with Riflessi, a premium Fifth Avenue retail destination in New York City frequented by global consumers and internationally-recognized fashion and lifestyle labels. The collaboration is designed to install Datavault AI's DVHOLO and ADIO technology in February 2026 and aims to generate new revenue by leveraging data and content through customized displays of luxury fashion while enabling sponsored immersive advertising experiences through Datavault AI's DVHOLO[™] holographic display platform and ADIO[®] spatial audio technology.

Through Datavault AI's technology stack, these brands-and others operating within or adjacent to the Riflessi ecosystem-can sponsor immersive holographic visuals and experiences that enhance brand storytelling while generating measurable engagement metrics and consumer conversion. The combined technologies enable fashion brands to present upcoming collections to targeted audiences in advance of release, supporting pre-sale initiatives.

Sponsored Immersive Media Within High-Value Physical Retail Spaces

Datavault AI's approach transforms physical retail environments into measurable, sponsor-ready media assets. Using DVHolo[™] and ADIO[®], brands may deploy dynamic holographic content and directional audio messaging within designated in-store and storefront zones, creating immersive experiences aligned with seasonal campaigns, product launches, or brand activations.

These sponsored placements are designed to increase dwell time, elevate consumer

engagement, and produce anonymized interaction signals-such as impressions, engagement duration, and spatial interaction patterns. Datavault AI's proprietary data valuation framework enables these signals to be structured as monetizable data assets while maintaining consumer privacy and regulatory compliance.

"I've been in media for over 16 years across television, long-form storytelling, and iconic outdoor billboard platforms. Showcasing the DVHOLLO and ADIO technologies on one of the most iconic fashion streets in New York City at Riflessi will be a game changer for brands. This technology has the potential to scale rapidly across New York City and other major global cities," said VinceCaruso, Managing Member of Riflessi Media Group LLC.

NYIAX: Enabling Transactional Advertising and Data-Backed Media Networks

The collaboration is expected to be further expanded by Datavault AI's relationship with NYIAX Inc. ("NYIAX"), a Nasdaq-powered trading platform for advertising, media, and data contracts, once the NYIAX transaction is completed. NYIAX provides the financial and contractual infrastructure that allows immersive advertising inventory-such as hologram placements and spatial audio sponsorships-to be priced, standardized, and transacted in a transparent and auditable manner.

Following Datavault AI's acquisition of NYIAX, Datavault AI will be able to integrate its engagement data and experiential media inventory with NYIAX's marketplace capabilities and brands working with Riflessi can participate in data-verified advertising networks that move beyond estimated impressions. This structure enables advertisers to sponsor physical-digital experiences with clearly defined metrics, contract terms, and performance validation.

Building Scalable Luxury Retail Media and Data Monetization Models

Together, Datavault AI, Riflessi, and NYIAX demonstrate how luxury retail locations can evolve into next-generation media nodes-where physical foot traffic, immersive engagement, and advertising sponsorship converge. This collaboration reflects Datavault AI's broader strategy to bridge real-world environments with institutional-grade data monetization and advertising infrastructure, creating scalable opportunities across retail, media, and experiential marketing.

About Datavault AI

Datavault AI™ (Nasdaq:DVLT) is leading the way in AI driven data experiences, valuation and monetization of assets in the Web 3.0 environment. The Company's cloud-based platform provides comprehensive solutions with a collaborative focus in its Acoustic Science and Data Science Divisions. Datavault AI's Acoustic Science Division features WiSA®, ADIO® and Sumerian® patented technologies and industry-first foundational spatial and multichannel wireless HD sound transmission technologies with IP covering audio timing, synchronization and multi-channel interference cancellation. The Data Science Division leverages the power of Web 3.0 and high-performance computing to provide solutions for experiential data perception, valuation and secure monetization. Datavault AI's cloud-based platform provides comprehensive solutions serving multiple industries, including HPC software licensing for sports & entertainment, events & venues, biotech, education, fintech, real estate, healthcare, energy and more. The Information Data Exchange® (IDE) enables Digital Twins, licensing of name, image and likeness (NIL) by securely attaching physical

real-world objects to immutable metadata objects, fostering responsible AI with integrity. Datavault AI's technology suite is completely customizable and offers AI and Machine Learning (ML) automation, third-party integration, detailed analytics and data, marketing automation and advertising monitoring. The Company is headquartered in Philadelphia, PA. Learn more about Datavault AI at www.dvlt.ai.

Forward-Looking Statements

This press release contains "forward-looking statements" (within the meaning of the Private Securities Litigation Reform Act of 1995, as amended, and other securities laws) about Datavault AI Inc. ("Datavault AI," the "Company," "us," "our," or "we") and our industry that involve risks and uncertainties. In some cases, you can identify forward-looking statements because they contain words, such as "may," "might," "will," "shall," "should," "expects," "plans," "anticipates," "could," "intends," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential," "goal," "objective," "seeks," "likely" or "continue" or the negative of these words or other similar terms or expressions that concern our expectations, strategy, plans or intentions. The absence of these words does not mean that a statement is not forward-looking. Such forward-looking statements, including, but not limited to, statements regarding future events, the expected benefits of the collaboration with Riflessi, the anticipated deployment of the DVHolo™ holographic display platform and ADIO® spatial audio technology at Riflessi retail storefronts, including the timing, scope, and expected benefits thereof, the performance and impact of the Company's proprietary immersive media technologies in the luxury retail sector, anticipated customer adoption and use cases (including tokenization, data exchange, and valuation), and expected operational, technical, and commercial outcomes, are necessarily based upon estimates and assumptions that, while considered reasonable by the Company and its management, are inherently uncertain. Readers are cautioned not to place undue reliance on these and other forward-looking statements contained herein.

Actual results may differ materially from those indicated by these forward-looking statements as a result of various risks and uncertainties including, but not limited to, the following: change in market demand for immersive media technologies in the luxury retail sector; the performance, timing, or success of the deployment of the DVHolo™ holographic display platform and ADIO® spatial audio technology at Riflessi retail storefronts; changes in economic, market, or regulatory conditions; risks relating to evolving regulatory frameworks applicable to tokenized assets; risks associated with technological development and integration; and other risks and uncertainties as more fully described in Datavault AI's filings with the U.S. Securities and Exchange Commission (the "SEC"), including its Annual Report on Form 10-K for the year ended December 31, 2024 and other filings that Datavault AI makes from time to time with the SEC, which are available on the SEC's website at www.sec.gov, and could cause actual results to vary from expectations.

The forward-looking statements made in this press release relate only to events as of the date on which the statements are made. Datavault AI undertakes no obligation to update any forward-looking statements made in this press release to reflect events or circumstances after the date of this press release or to reflect new information or the occurrence of unanticipated events, except as required by law. Datavault AI may not actually achieve the plans, intentions or expectations disclosed in its forward-looking statements, and you should not place undue reliance on such forward-looking statements. Datavault AI's

forward-looking statements do not reflect the potential impact of any future acquisitions, mergers, dispositions, joint ventures or investments it may make.

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