

Release date:

27.02.2017

LINIUS

Media Kit

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Cover Sheet

Date: 27 of February 2017

Company: Linius Technologies Limited

Location: Melbourne, Australia

Title: Linius releases VVE Play

**The next evolution in streaming video starts now.
And it starts here.**

Linius Technologies Limited has cracked the code of content intelligence and created the next evolution of video streaming. We transform cumbersome, static video files into agile, dynamic files that can be easily manipulated on the fly, in order to deliver an enhanced, custom experience for both broadcasters and end-users in any way imaginable, and some as yet to be imagined.

This is a new paradigm for video streaming, something we call intelligent content. It's a solution set to disrupt entire industries that rely upon or leverage video content streaming.

- ■ ■ ■ **Linius Virtualized Instagram**
- ■ ■ ■ **Converts cumbersome, static legacy video into agile, interactive, virtual video**
- ■ ■ ■ **Major applications:**
 - *Dramatically reduce piracy*
 - *Reveal search results from inside of videos*
 - *Preventative action in advance of terrorist threats*
 - *Internet style personalized ads for Cable TV*
- ■ ■ ■ **Strategic investment from the people who bought you First Blood, Mad Max, and The Terminator**
- ■ ■ ■ **Publically traded on the ASX under LNU**

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Introduction to Linius

Managing the 80% of the Internet that the world forgot.

Linius has cracked the code of content intelligence and created the next evolution of video streaming. We've created a more agile, flexible video file that could be easily manipulated in order to deliver an enhanced, custom experience to meet the emerging and future demands of both broadcasters and end-users.

It's time for smarter streaming

The revolution in streaming video starts right now. And it starts right here.

Linius is poised to turn the world of streaming video inside out, disrupting industries across the spectrum in the process.

It's easy to get carried away with hyperbole, but our solution does something that is both unprecedented and transformational—providing unparalleled ability to control and manipulate the existing content of streaming video files.

The latest research from Cisco states: "By 2019, the world's internet traffic will exceed 180 billion gigabytes per month. More than 80% of that traffic will be video."

Imagine if you had the power to manipulate all that content between source and destination.

Imagine if you had the ability to index, tag, extract, parse, splice, manage and control all of that video content directly online before delivering it to the end user ... in transit and on the fly.

Linius allows you to do exactly that, thanks to what we call content intelligence.

Until now, traditional video files were singular, self-contained, vehicles that lumbered along to their destination like a tank. Their formats were impenetrable and their contents imperceptible.

Our patented Video Virtualization Engine™ converts cumbersome, static, legacy video into agile, interactive virtual video.

Creating that virtual video file is like splitting the atom of traditional video, unleashing the tremendous potential locked within.

That revolutionary potential to create hyper-personalized custom experiences, open new revenue channels, disrupt industries, enable innovation and gain competitive advantage is as endless as the Internet itself.

And revolution has never been easier. Our solutions integrate seamlessly into existing software and workflows, adding the added innovation any company leveraging video needs to take their world by storm.

From personalised TV advertising and video content searches, to enhanced security and more robust piracy protection – just for starters – our intelligent content solutions are turning established and entrenched industries on their heads with revolutionary new capabilities.

It's time for smarter streaming. It's time for intelligent content from Linius.

Our Product

Video Virtualization Engine™

Our proprietary Video Virtualization Engine™ cracks open the code of traditionally sealed and static video files to create a virtual video file. Within that new lighter and more agile file, you can access the video DNA data to index, tag, parse, splice, manage and manipulate any video stream on the fly, in transit between source and screen –

transforming static video into what we call intelligent content.

Our APIs integrates seamlessly into existing software and workflows, adding the innovation anyone needs to redefine and disrupt any industry based

Our process

No matter the industry or how our Video Virtualization Engine is applied, the underlying process revolves around 3 relatively simple steps.



- **Step 1:** Automatically unlock, reveal and index the data within a legacy video file, and create a virtual video



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- **Step 2:** Programmatically extract, splice, merge and manipulate video content in transit to its destination



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- **Step 3:** Reassemble the new video file instantaneously at the device

The resulting virtual “ghost file” is a tiny fraction of the original size, making it a faster, more agile and more flexible reflection of the original source file. Most importantly it’s malleable – giving you the unparalleled ability to manipulate its content in numerous ways to disrupt your industry and achieve your business goals.

Our Technology

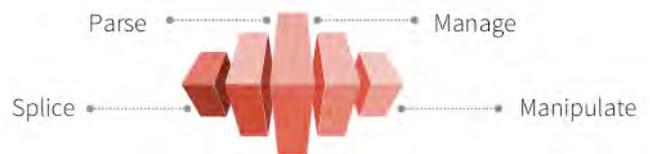
Video Virtualization Engine™

Linius' patented Video Virtualization Engine™ converts cumbersome, legacy video into interactive, virtual video, enabling the kind of centralized management and control we deploy on all other forms of high value data.

The underlying technology can be understood as a series of relatively simple steps.

Modern video is just data, like any other digital file. Linius doesn't treat the inner workings of a video file itself (like actual frames of AV content).

We simply treat the data within that overall file, and by doing so allow decades worth of data science to be applied to video.

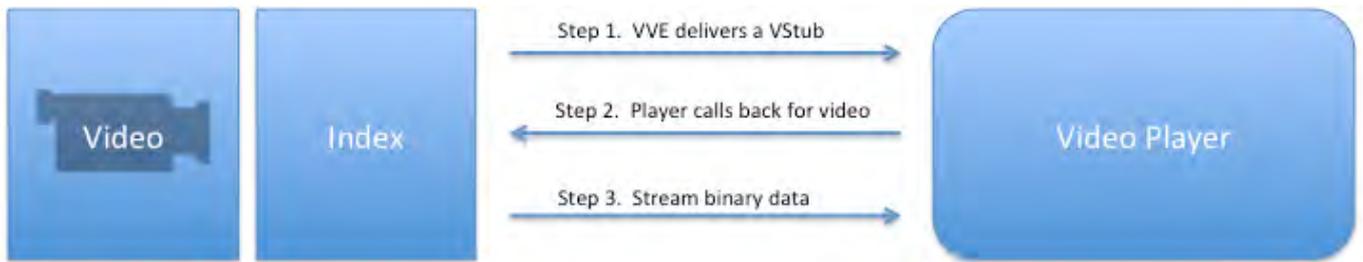


How do we do it?

Step 1 Index and virtualise the video

- Linius strips off the video headers and indexes the raw data within the video file.
- The index, which we call a vStub, is orders of magnitude smaller than the original file.
- We don't touch the actual video or its content. In fact, we don't even need the actual file, or need to know its physical location. A URL will suffice.
- Everything we do with the video from this moment forward we do with the virtual file that is created via our VVE. The video source file itself remains locked away in the owners vault.

Diagram. Index and virtualize the video



Step 2. Programmatically manage video

- Wherever we have created an index, we can apply business rules.
- Wherever there is an index we can integrate tools.
- Because we are simply managing data we can merge virtual videos, splice specific video segments, and add tools such as data management, ad targeting, security, and piracy protection just to name a few. All on the fly between source and destination.

Step 3. Reassemble the file

- The video player requests the video when we press play.
- The VVE delivers the vStub
- The VVE streams the binary data without the containers.
- The vStub re-assembles the resultant virtual file at the destination device player.
- VVE works within the existing ecosystem. The VVE's APIs allow simple integration to existing workflows, and the vStub is fully MPG-4 standard file.

VVE Play Initiative

Linius pressed play on the video revolution with the launch of a global demonstration of its transformative Video Virtualization Engine (VVE).

In order to validate our technological and commercial assumptions, we undertook a limited application of our indexing and virtualization capabilities, by applying our Video Virtualization Engine to a small segment of the video universe.

In a world first, Linius indexed and virtualised millions of public videos from Instagram and TED Talks, with additional content being added daily. These virtual videos were then made available to the public where users could search and edit the video content on the fly. The users could then broadcast their new 'virtual' videos.

VVE Play



- Launch our first major public activity on the path to commercialisation
- Provide a global demonstration of its transformative Video Virtualization Engine (VVE)
- Index and virtualize videos in Instagram, Ted Talks and Twitch.TV
- Validate the technology in terms of viability, usability and public interest to support global sales campaign
- Raise awareness of Linius with potential commercial clients through high-profile initiative

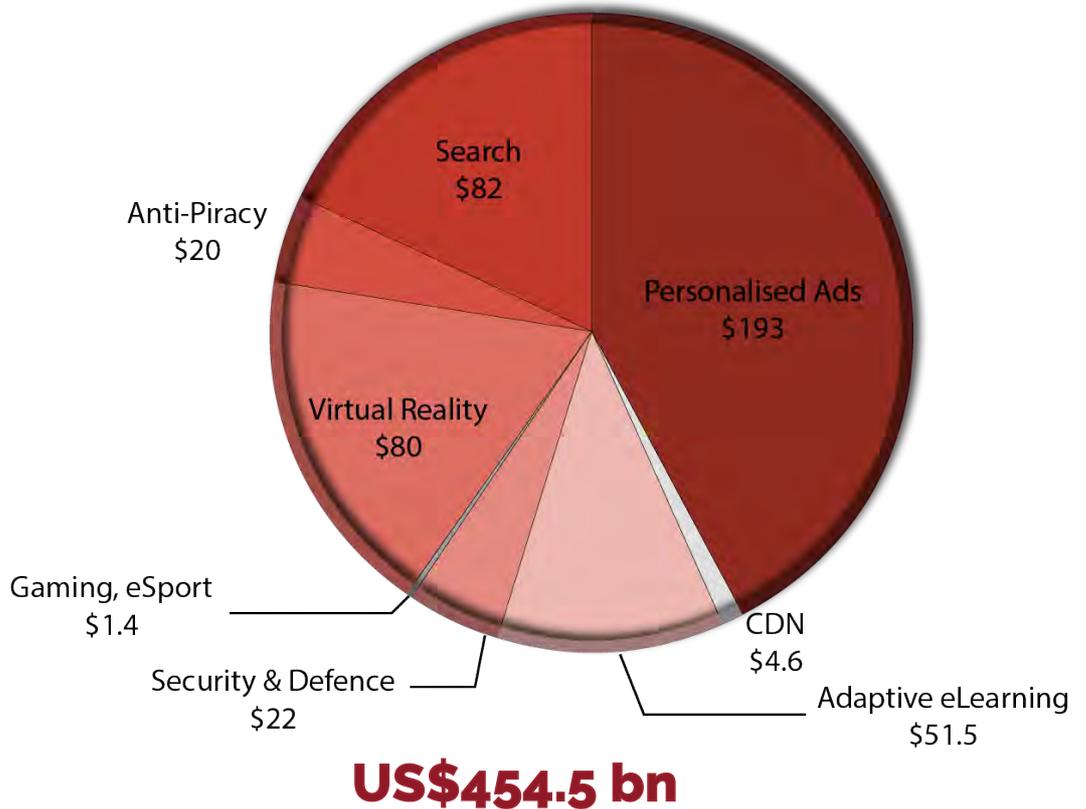
Linius will be announcing the results of the VVE Play initiative at SXSW in Austin, Texas, next month.

Market Overview

- ■ ■ ■ Given the continuously expanding universe of online video content, the potential to create hyper-personalized experiences, open new revenue channels, disrupt industries, enable innovation and gain competitive advantage is as endless as the Internet itself.

“An estimated 16 billion people worldwide watch online video on connected devices. Sixty-one percent of these global consumers watch television and video on smartphones. That number rose by 71 percent between 2012 and 2015 and is still rising. Looking ahead, video traffic to mobile devices is set to grow at 55 percent a year through 2020.” — Elemental Whitepaper

Market Opportunity



Our Path to Market

While Linius' unique technology solutions have the potential to impact and disrupt a tremendously broad and disparate array of industries, we have focused our initial launch upon four primary industries:

- Personalized advertising
- Online video search
- Piracy protection
- Security and Defence

1



Personalised Advertising

Description

For the first time advertising on Cable TV can be personalised to each individual viewer with Linius Personalised Advertising.

Market Size

Over US\$70 billion in 2016 in the US alone

Impact

Linius demonstrated the capability to shareholder on 23rd November, 2016 which can be seen [on the Linius website](#).

2 Search



Description

Linius Search enhances the quality and value of search results.

Market Size

Approximately 30 search engine providers across hundreds of thousands of video websites, ranging from Google to specific search engines designed for niche interest websites. Revenues in the 100's of billions of dollars

Impact

By stitching video together on the fly, Linius provides unique video that best meets the search criteria.

3 Anti-Piracy



Description

Linius Content Security is focused on reducing global piracy and securing revenues for content owners.

Market Size

- Global Box office revenue of
- \$US67bn pa
- Piracy costs the sector US\$10bn and \$25bn in ticket sales alone.
- The video industry loses much more beyond box office revenues.

Impact

Linius provides multiple ways of reducing piracy and offers content owners revolutionary control of their content, measurement methods, plus new revenue generating methodologies.

■ ■ ■ ■ **Security & Defence**

Description

The Linius Security Service division provides capability that dramatically increases response times for government agencies and corporations tasked with surveillance and threat management.

Market Size

Video surveillance to reach \$71bn US by 2022.

Impact

Linius facilitates the immediate distribution of relevant video surveillance content into designated workflows, i.e. To security and government agencies.

Milestones

- December '15** — Leading cable TV tech company signs as 1st showcase partner
- December '15** — Appoint CEO, Chris Richardson
- February '16** — Development team established
- May '16** — Alpha release of technology
- July '16** — Digisoft signs as reseller
- September '16** — Beta release of technology
- September '16** — Kirby family strategic investment
- November '16** — Sign SuitcaseTV showcase partner
- December '16** — Release Personalised Advertising solution
- December '16** — Complete Showcase deployment with Village Roadshow
- February '17** — VVE Play launch
- March '17** — SXSW Trade Show and Promotional campaign

Press Coverage

The Australian – “A local technology firm that dares to dream”

Robert Gottliebsen – Business Columnist

» [Link for Interview](#)

TMT Analytics – “Linibus: Technologies (LNU)”

» [Link for Interview video](#)

Advanced Television – “Linibus: Internet targeting on the TV”

» [Link for Interview video](#)

Startup Smart – “Melbourne startup Linibus secures \$500,000 investment from Village Roadshow boss Robert Kirby Robert “

Denham Sadler – Columnist

» [Link for Interview](#)

Herald Sun – “Screen king makes video play “

Karina Barrymore– Columnist

» [Link for Interview](#)

CEO Profile

**CHRISTOPHER
RICHARDSON**



Position: Executive Director and CEO

Experience: 20 years

With over 20 years of sales, marketing, and operations management experience, Chris brings Silicon Valley best practices to Linius. Previously, Chris served in executive roles in general management, marketing, and product-management for several Silicon Valley start-ups and NASDAQ listed companies.

Prior to his first startup, Chris was a software engineer at MERIT Networks, where he helped build the early Internet – developing routing protocols, and consulting with developing countries around the world on deploying the Internet; lecturing multiple times at ISOC’s Developing Countries workshops in Geneva, Switzerland, and being the first non-native speaker at Russia’s All Russia Telematiks conference. Mr. Richardson was Visiting Professor of Internet Routing at St. Petersburg State Technical University in St. Petersburg, Russia.

He studied mathematics and philosophy at the University of Michigan, where he won the William S. Branstrom Prize for academic excellence and Evelyn O. Bychinsky Award for excellence in mathematics.

Company Information

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This is a new paradigm for video streaming, something we call intelligent content. It's a solution set to disrupt entire industries that rely upon or leverage video content streaming.

Based in Melbourne, Australia, we seek to commercialise our patented Video Virtualization Engine™ – to transform many market segments, initially focusing on 1. Delivering personalised advertising solutions for broadcasters, 2. video security and reduced piracy, 3. enhancing search engine monetisation, and 4. security-service applications.

Contact information

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