



The Future of TV is Personal

Linus' patented Video Virtualization Engine™ is designed to convert cumbersome, legacy video into interactive, virtual video, enabling Artificial Intelligence, personalization, and potentially the transformation of the entire Internet video market.

Annual General Meeting

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WHERE WE STARTED

IN MARCH OF THIS YEAR, WE STARTED PITCHING THE PROSPECTUS
WITH 3 GOALS



The Showcase Strategy



1

Appoint a partner in a **target market** that is a technology or market leader, and a potential future **channel or customer**

2

Integrate and test technology

Confirm that our **technology works** in the environment

Confirm that a partner sees **value** in committing their resources

3

Validate the **market impact**

Extrapolate results from joint **testing**

Solicit feedback from industry **experts**, potential **customers** on joint solutions

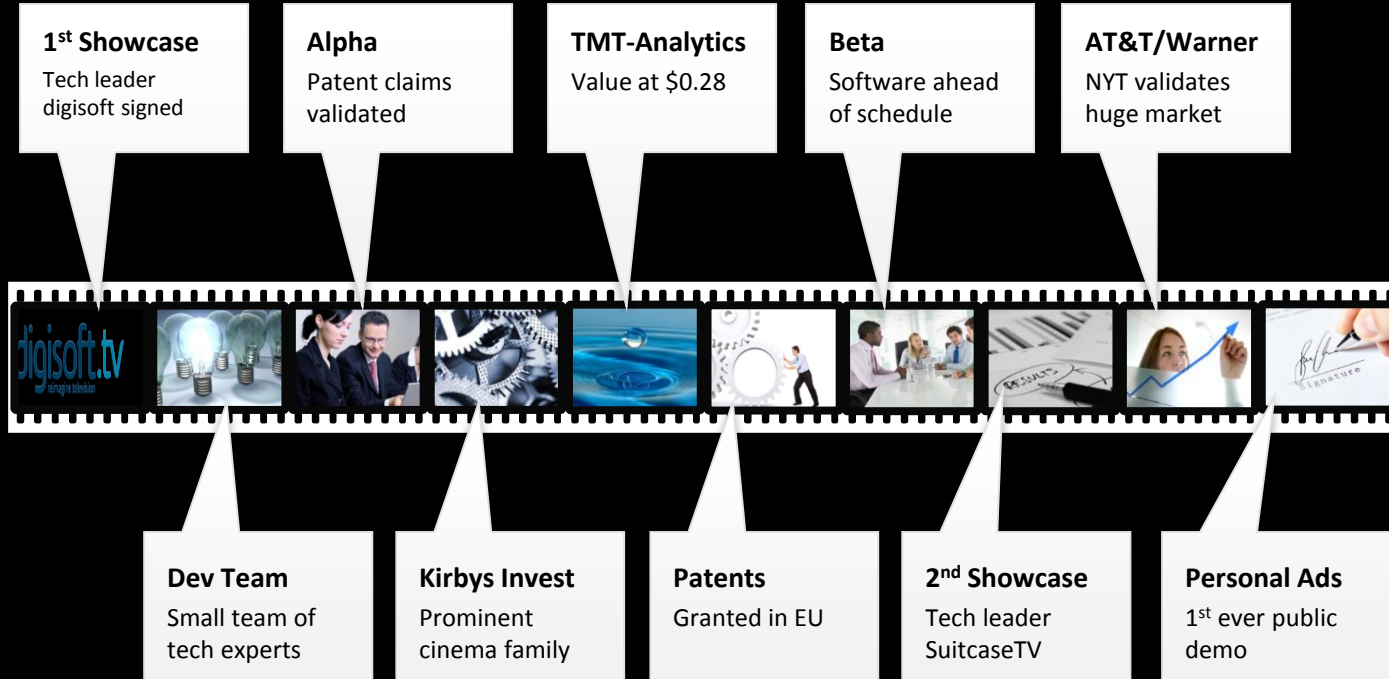
4

Commercialize the offering for the **target market**

Go-to-market strategy details
Pricing
Training
Support
Launch


The Showcase Strategy is a critical part of our methodology to bring a complicated technology into several markets in parallel.

THE JOURNEY SO FAR





Market Timing



“The initial era of big-data-driven television is here.”

Jeffrey Chester, executive director, Center for Digital Democracy, a consumer advocacy group

“[You] could enjoy fewer interruptions and see ads for the products you’re interested in, not the ones you don’t need to see”


Jeffrey Bewkes, CEO of Time Warner

“.. it’s clear what advertisers want. They want to combine the data intensity of internet advertising with the clear value and ability to change peoples’ perceptions that you get with a television ad.”

Stephen B. Burke, Chief Executive of NBC Universal

Global TV Advertising Revenue
in 2016
\$175.4 Billion US

Targeted advertising
increased the value of ads
2.7x on the Internet



“As to the question of whether this is a new route for advertising and another opportunity for targeted addressable TV advertising, the answer is it’s going to take a significant period of time”

Sir Martin Sorrell, Chief Executive of the advertising giant WPP

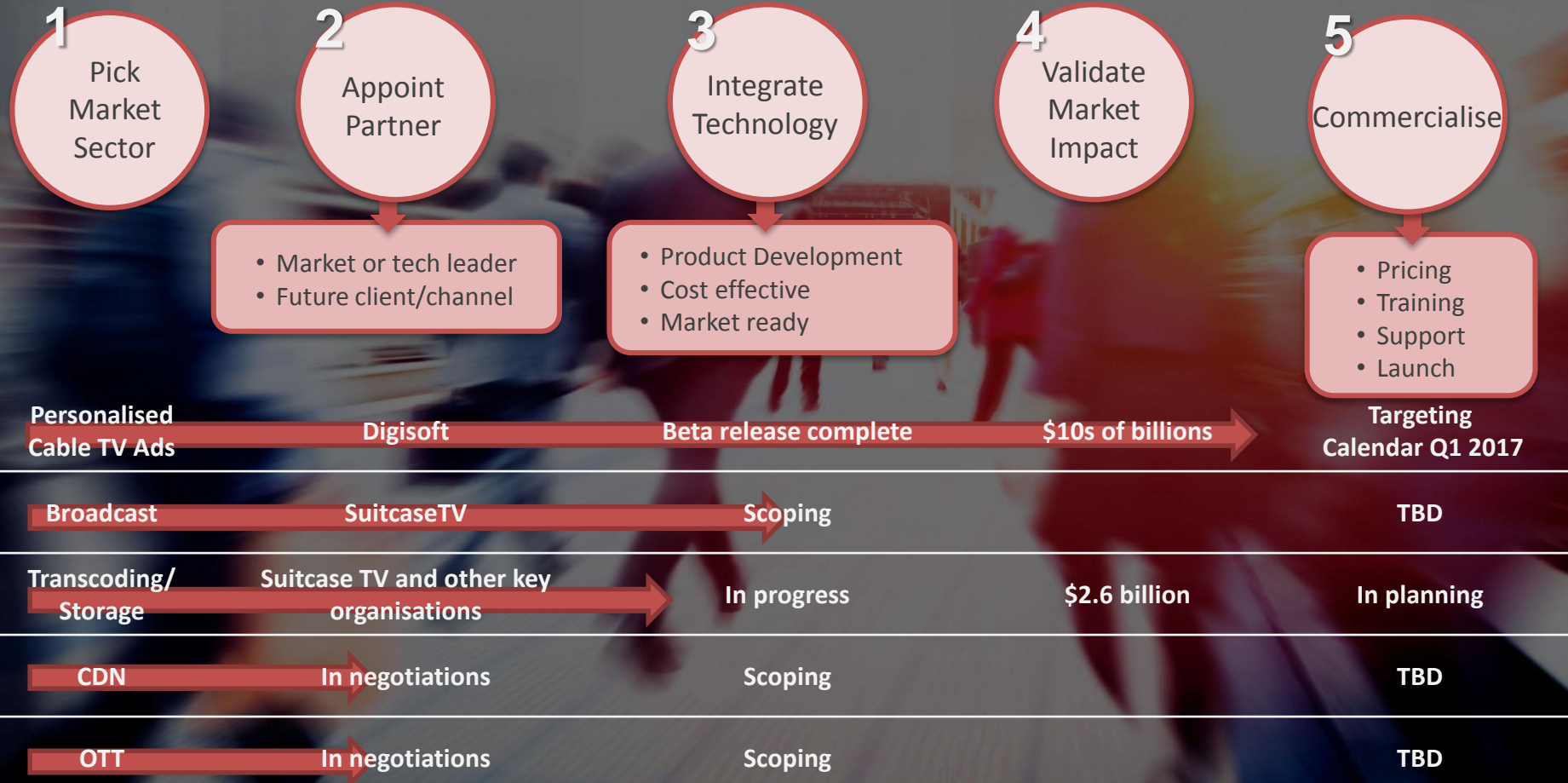
“the TV group has been working to developing advanced advertising products but the process is difficult.”

Stephen B. Burke, chief executive of NBCUniversal,



Where to From Here?

Showcase Path to Commercialization



Future Showcase Markets





Engineering Intelligent Content