

Linus Business Presentation

Indexing and Virtualizing Video



What Is Linius?

- Linius aims to be a transformative technology in the video management and broadcasting industry
- Current technologies are focused on better managing large video files, Linius changes the game and focuses on managing the data within the video file itself
- This transforms the production and delivery process, AND provides for TV broadcasts to be simultaneously personalised to individual viewers

Highlights

- US and international patents granted
- Technology suite in development and meets the core patents claims
- Melbourne HQ with development team in Silicon Valley
- Building a global A-team of the Video Industry



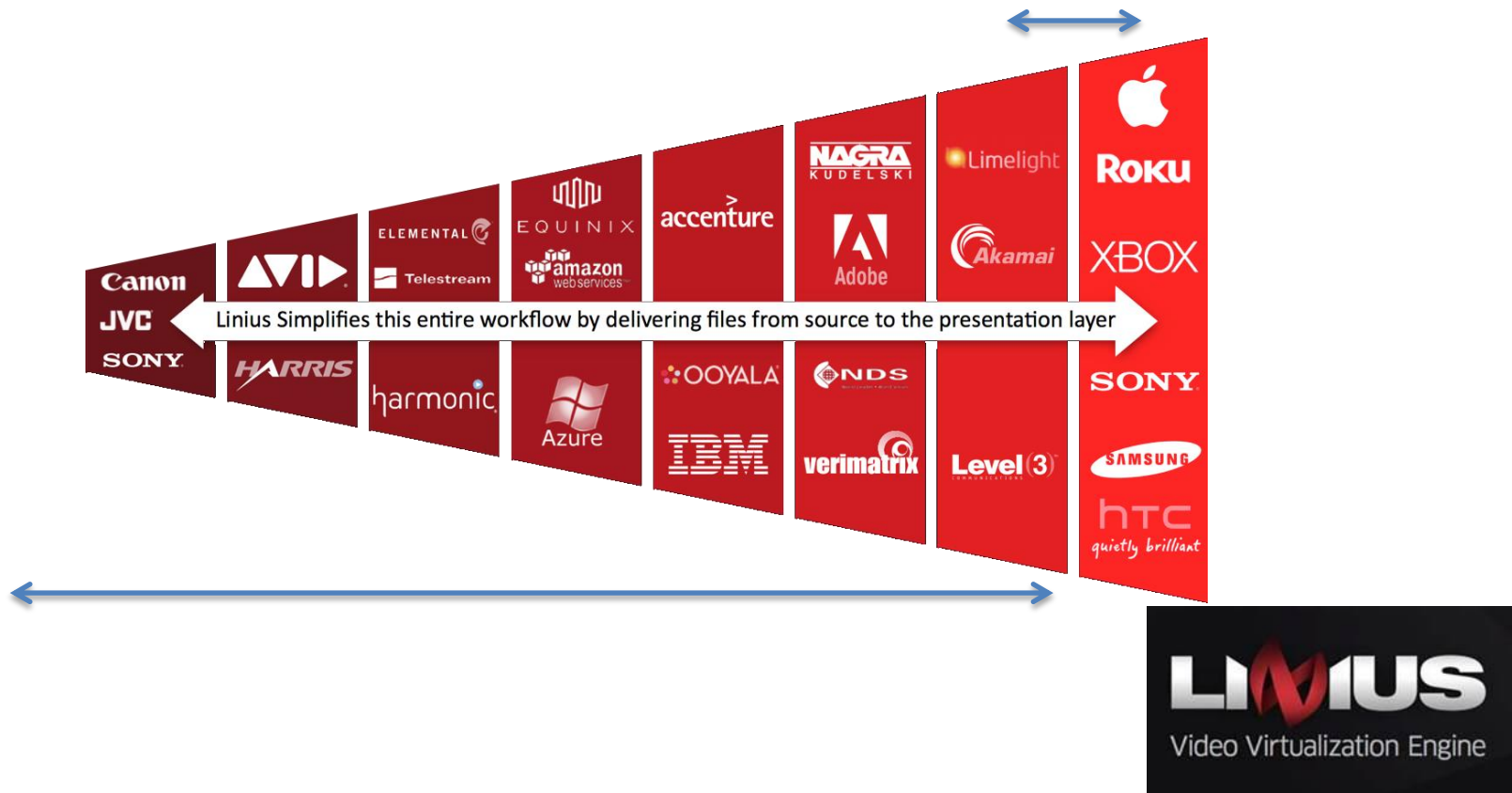
The TV Broadcasting Problem

- A movie file may be 4GB
- A high definition movie is 8-15GB
- 90% of all consumer web traffic and 64% of mobile is video (ref: Cisco)
 - *The internet is not designed to handle video files*
- Different devices demand specific formats
 - *Netflix have to maintain 320 file versions for every piece of content*
- Production, processing, security and broadcasting these files is expensive
- Consumers demanding personalised viewing experiences that are difficult to deliver with currently available technology



Optimises the workflow of video content

Simplifies the supply & revenue opportunities for the video delivery ecosystem.



Transforming the supply of video

- Traditional video management and broadcasting is struggling:
 - With increasing numbers of formats and devices
 - Increased demands for internet and wireless delivery
- Video files are big, unwieldy, and hard to manage
 - HD is making them bigger
 - Mobile is demanding more formats
 - The internet is not designed to deliver scale of 4GB files
- Current technologies focus on making videos:
 - Smaller by compression
 - Easier to manage with workflow tools

Linius takes a different approach



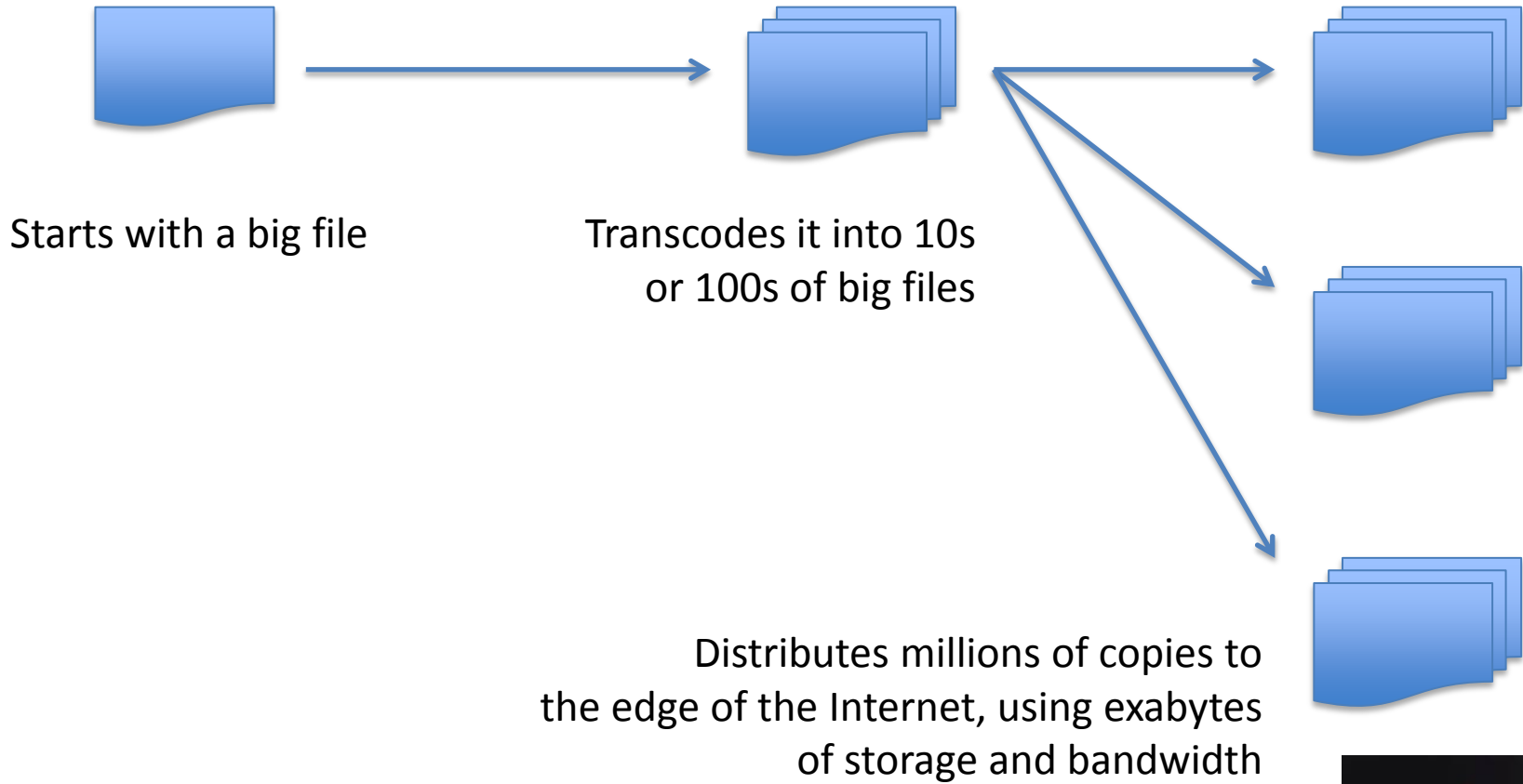
Delivering personalisation to consumers

- The Internet has shown the value of personalisation
 - with individually targeted ads
 - the ability to retarget consumers across visits to different destinations
- Broadcasters and pay-TV providers know who their consumers are
- Currently no technological solution to provide the kind of personalisation to TV consumers that the Internet provides

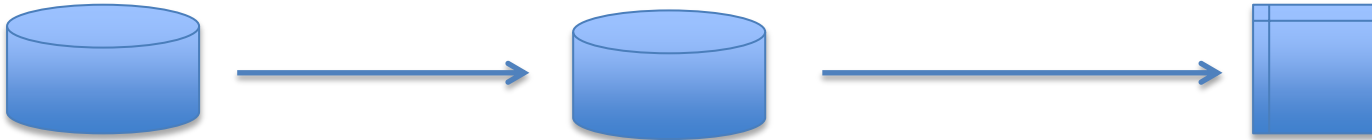
Linius seeks to provide that solution



Current Technology



The Linius Solution



Treats the original file as a database

Distributes only 1 copy to the edge, giving an order of magnitude savings in storage and bandwidth

Consumers start with a light-weight index file, that pulls only the data they need, and enables dynamic insertion of personalized content



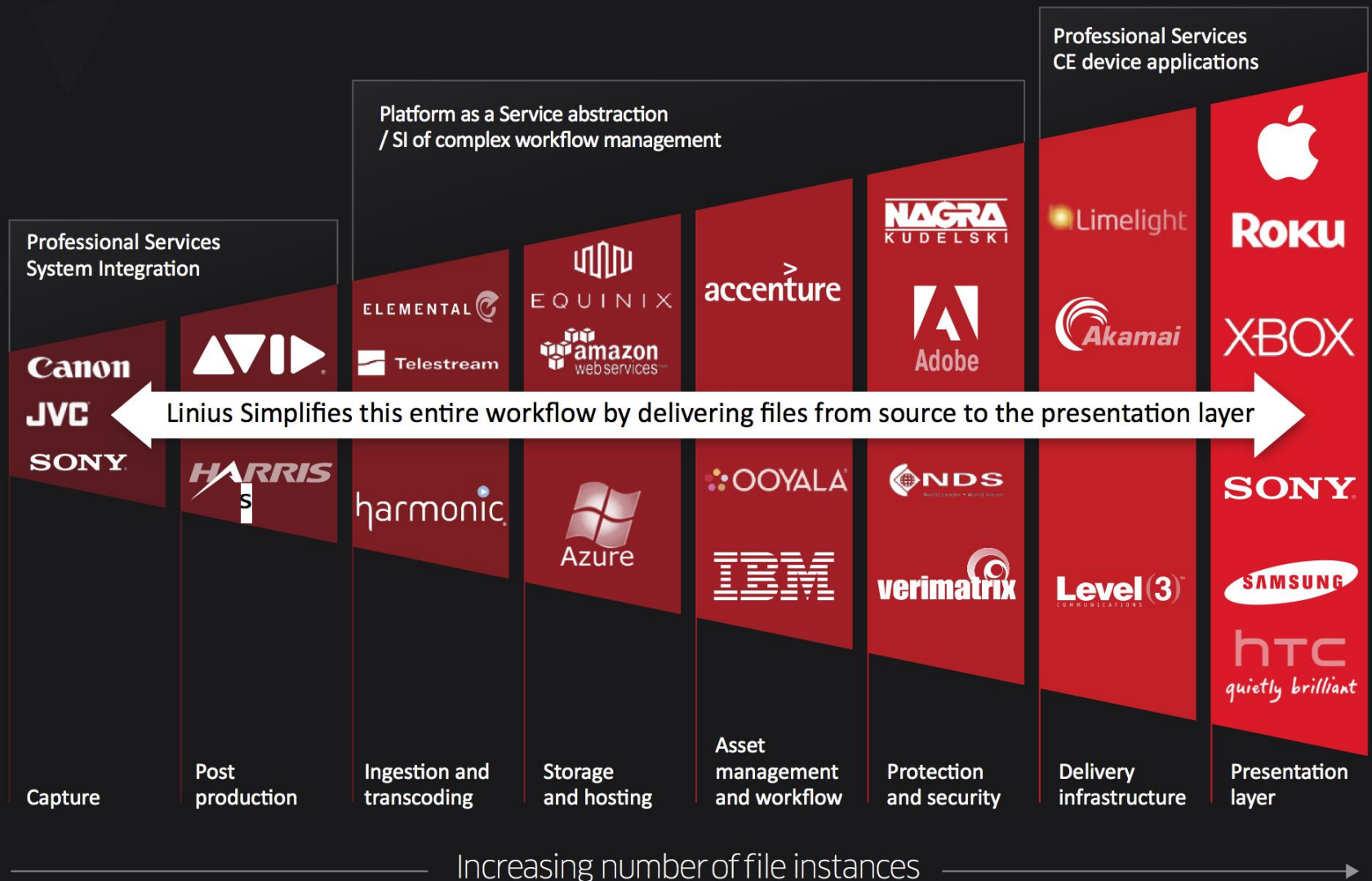
Selected Segment Impact Analyses

THE LINIUS IMPACT

INCLUDING EXAMPLES OF POTENTIAL REVENUE GENERATION



Linus seeks to **disrupt** the entire video value chain



Post Production

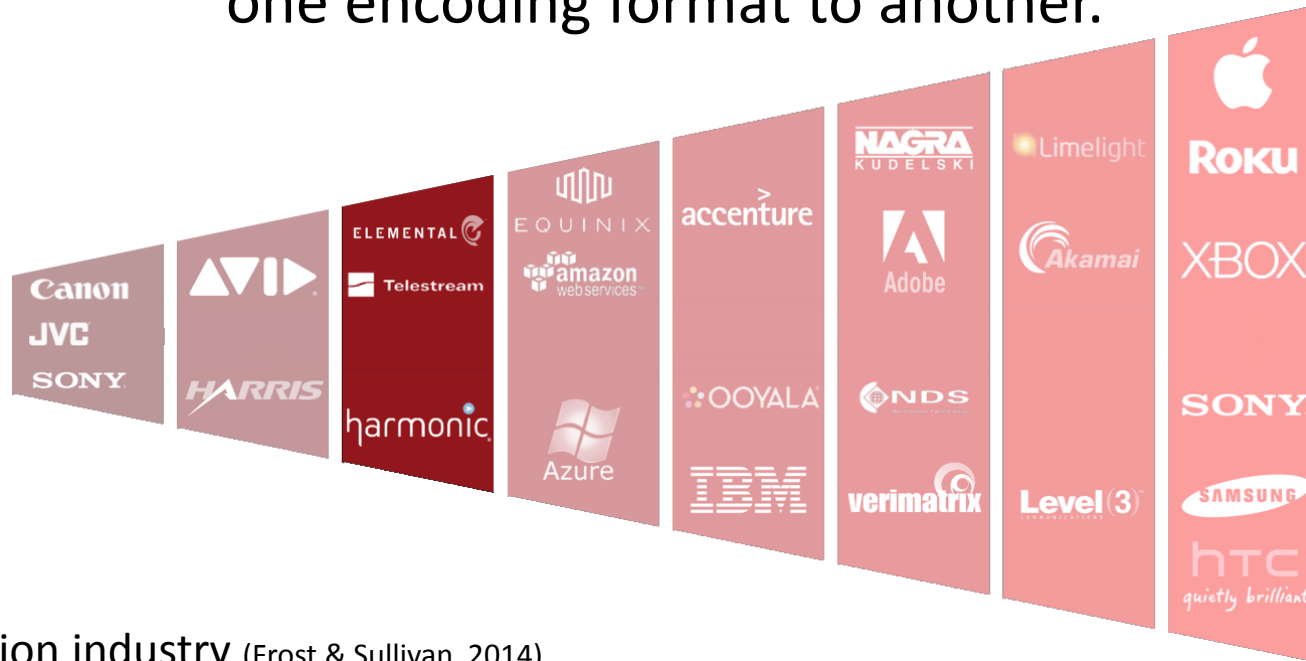


Scripted content requires considerable time (and cost) editing.

The Linius Opportunity: Potential to generate significant software license revenue by removing the need to re-render the entire film.



Transcoding –the direct digital-to-digital conversion of one encoding format to another.



A \$1 billion industry (Frost & Sullivan, 2014)

The Linius Opportunity: to license Linius software as it potentially removes the requirement for transcoding altogether.



Storage & Bandwidth



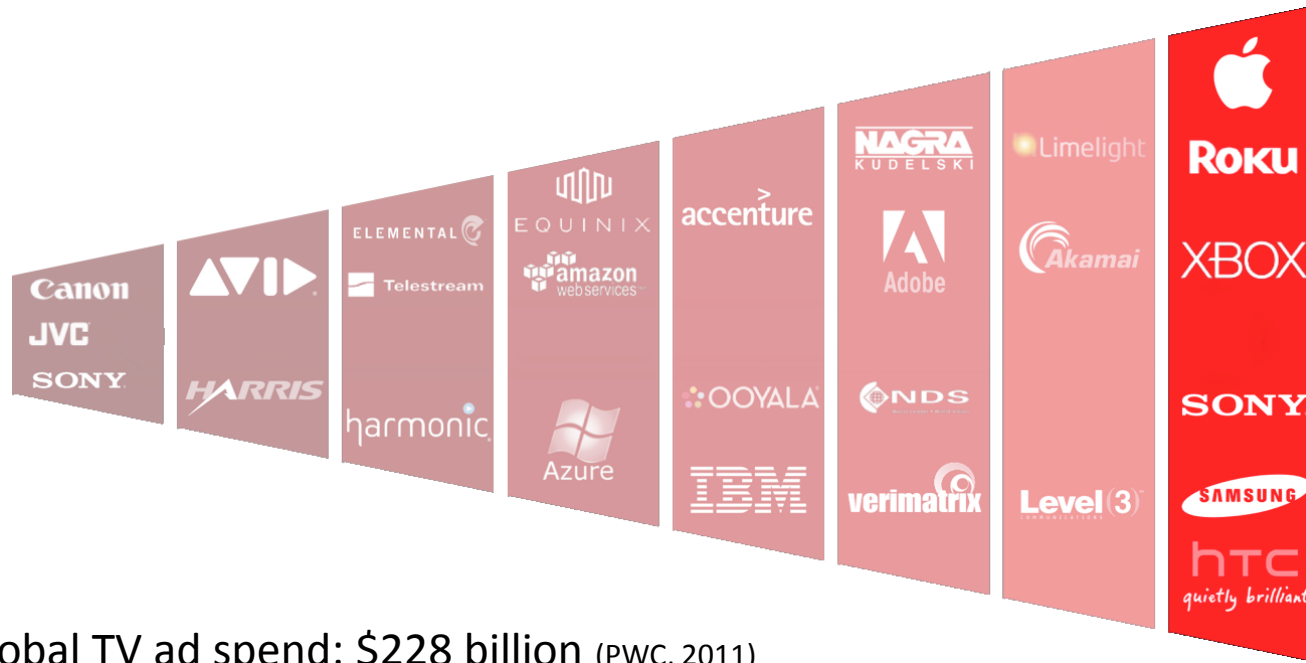
TV Studios are making over 300 versions of each title (PWC, 2014)

The video Content Delivery Network (CDN) market is \$1.05 billion (AccuStream Research, May, 2014)

The Linius Opportunity: potential license revenue by removing duplicate file storage and distribution



Consumer Personalization



2011, global TV ad spend: \$228 billion (PWC, 2011)

The Linius Opportunity: Generate license revenue through the integration of Linius into advertising engines and workflow tools, facilitating truly personalised advertising and content experiences.



Potential Partners



All forms of Broadcasters

- Traditional Cable
- IP and Wireless
- New entrants
- Broadcast Infra-structure providers

There are companies poised to take advantage of the Linus technology in every segment of the Video Value chain.

Each individual segment represents a large market

Linus are in discussions with CDNs in transcoding and storage – to demonstrate and extrapolate the impact with a real life deployment.

Linus are in discussions with broadcasters to potentially reduce costs AND deliver truly personalised experiences.

Linus are in discussions with Digisoft (market leading provider of Broadcast solutions) to demonstrate truly individualised personalisation



Linus achievements to date

- Key patents are granted
- The technology demonstrates the core concepts proven
- Next development milestone is an alpha release
- Partners identified for early deployment
- Technology is easily scalable
- Clear strategy to prove technology



A clear strategy to develop

- **Technology**
 - Complete an alpha release of the technology suite that demonstrates the core patents claim
- **Limited deployments**
 - Agree limited deployment with Digisoft with the objective of demonstrating personalisation of video streams
 - Agree 2nd limited deployment with another organisation with the objective of demonstrating removal of the requirement for transcoding of video and reduction of storage
- **Market impact**
 - From the limited deployments procuring a report demonstrating the outcomes from the deployments and potential market sector impact
- **Patent Portfolio**
 - Continued investment in maintaining and improving existing patents and expanding into new jurisdictions
- **Examine commercialisation options**



Board

Gavin Campion

- Gavin is a start-up and turnaround entrepreneur and operator in marketing services and technology markets.
- He has been founder, director and investor in a number of companies in the digital media and software sectors. He is a hands on operator with a detailed knowledge of building software businesses.

Steve McGovern

- Steve has over 20 years experience in the fields of telecommunications, media sales, pay TV and regulatory.
- Steve has been a senior executive of several established companies, both domestically and internationally, which have been primarily associated with new and emerging markets including pay TV, telecommunications de-regulation, internet service providers and media licensing.

More appointments soon

