



Linus Technologies Ltd

www.linus.com

(ASX: LNU)

16 September 2016

ASX Announcement

Linus successfully showcases personalised ad insertion completes beta release

Highlights:

- **Linus successfully demonstrates personalised ad insertion at the 2016 International Broadcasting Convention (IBC) with showcase partner Digisoft.tv**
- **Company's technology received positively by content delivery industry players at IBC; beta release is promoting broader and more frequent inbound partnering enquiries**
- **Real-world use cases, white papers and Linus press coverage available at linus.com**

Melbourne, Australia: Linus Technologies Limited (ASX: LNU, "the Company") is pleased to announce that it has successfully demonstrated the insertion of personalised advertising into a cable TV stream at the 2016 International Broadcasting Convention (IBC).

"This achievement represents a significant step toward enabling content presenters to seamlessly integrate higher-value, contextual, personalised ads." said Linus Technologies Chief Executive Officer Chris Richardson.

To demonstrate the beta release of its patented software, the Company has integrated the Linus Video Virtualization Engine with its first showcase partner Digisoft.tv's Iris Workflow software for cable TV operators.

Linus anticipates achieving several more software integrations throughout the video value chain in the coming months. The Company's demonstration and positive reception at IBC is likely to expedite this development, as Linus has throughout the conference experienced an uptick in inbound partnering enquiries with the potential to unlock significant value for Linus shareholders.

Additionally, there was increased commercial interest in the joint Linus-Digisoft solution.

By way of ongoing education regarding the Linus technology and its real-world applications, the Company notes that a variety of use cases and industry white papers continue to become available at linus.com. Linus also acknowledges the healthy market interest in the Company's progress toward commercialisation; press coverage is also available at the Company's website.

The next step for Linus will be to go to a full, commercial release of its software, which it expects to complete in the March 2017 Quarter.

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About Linius Technologies Ltd

Linus Technologies Ltd (ASX: LNU) is a developer of disruptive video management technology. Based in Melbourne, Australia, it seeks to apply its lead product — the Linus Video Virtualization Engine™ — throughout the global digital video value chain to cut costs and boost revenues for enterprise customers.

Linus is pursuing technology showcase partnerships in the transcoding, content distribution and video playout markets as it progresses toward commercialisation.

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