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ASX Announcement

Digisoft Deepens Relationship with Linus — Signs Reseller Agreement

- Digisoft show case deployment progressing well
- Personalization of TV advertising to be demonstrated at IBC in September.
- Linus to be resold through global leading Digisoft solution
- First step towards commercialisation

Melbourne, Australia and Cork, Ireland: Digisoft, a Linus Showcase partner and global technology leader in the MSO space, has signed an extended agreement with Linus that, amongst other things, positions them as the first reseller of the Linus technology.

“Over the past few months, Linus has been expanding and stabilizing their APIs, which has allowed us to better evaluate the software in our labs. Although still in alpha, our evaluation has convinced us sufficiently to integrate and resell the software as part of our IPTV set top box middleware and online ADVOD platforms,” say Fearghal Kelly, Digisoft CEO. “Not only do we think there are substantial revenue opportunities for Linus in its own right, but we believe this functionality significantly enhances our ability to license our existing software platforms.”

On 22 December, 2015, Linus announced that it had reached agreement whereby Digisoft would become a Showcase partner for the Linus technology, and the two companies immediately began working on integrating Linus’ technology with Digisoft’s set-top box software (STBs are the devices provided by cable companies that sit between the TV and the cable). Separately, Linus continued to work on its server-side software, which it successfully demonstrated on 12 May 2016. A recording of the live demo is available on the Linus website. Since then, Linus and Digisoft have been working on integrating their server-side software

Chris Richardson, Linus CEO, adds, “We were very pleased to have Digisoft as our first showcase partner, as their technical expertise provided a strong point of reference for our software. The fact that we’re now expanding that relationship is further validation of the impact the Linus tech will have on the entire video value chain.”

At IBC2016, this September, in Amsterdam, the two companies aim to demonstrate their integrated software solution, which will for the first time enable individually-targeted ads for MSOs (large cable TV companies which service more than one geographic area) — which TMT Analytics estimates represents a \$62US billion addressable market for Linus. IBC is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide (www.ibc.org).

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About Linus 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 commercialization.

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About Digisoft.tv

Digisoft.tv is a global multiscreen platform provider for MSOs. We help operators realize the value of their infrastructure investment by building on our extensive experience in video delivery to dongles, set top boxes and consumer electronics. Our 10 -foot platform is the first in the world to embrace the television as the primary device for online video.

Using our suite of innovative products and integrated partner technologies, we can help businesses get to market fast with tried and tested OTT and new media solutions across a range of client devices to realize the full set of requirements for a turn-key end to end Live TV and Video on Demand ecosystem. Visit www.digisoft.tv for more information.