



Level 40, 140 William Street
Melbourne VIC 3000
Tel +61 3 9607 8234
www.linus.com
(ASX: LNU)

ASX Announcement
6 September 2016

LINIUS' DISRUPTIVE TECHNOLOGY TO BE SHOWCASED AT IBC 2016

Linus to Demonstrate at IBC 2016:

- ***Beta Release of Transformative Video Software***
- ***Personalised TV advertising across Cable TV Network***

Linus Technologies Limited (ASX: LNU) (Linus) is pleased to announce that it will be demonstrating the beta release of its patented **Video Virtualization Engine™** software at the **2016 International Broadcasting Convention (IBC 2016)**, 9th to 13th September, in Amsterdam, Netherlands.

Linus will demonstrate its integrated software solution at IBC 2016 with showcase partner, **Digisoft.tv Ltd** as part of their extended Reseller Agreement announced 18 July 2016.

This integrated technology will, for the first time, demonstrate the delivery of personalised advertising across a cable TV network, bringing Facebook style targeted advertisements to your television. Customising a unique video stream for each audience member unlocks significant new revenue opportunities for content presenters.

Linus has the potential to enable a number of disruptive innovations across the Internet video market space including individually-targeted ads for Multiple System Operators (MSOs), adaptive eLearning and decision enhancing video surveillance.

Key examples of opportunities made possible by virtualising video include:

- **Personalised advertising for cable TV companies**
Bringing Facebook-style target ads to your television a US\$62 billion addressable market per TMT analytics
- **Adaptive eLearning**
Video instruction that changes based on the student's success a US\$52 billion market
- **Decision enhancing video surveillance**
Potentially shifting analysis from capture to threat prevention a US\$37.5 billion market

Chris Richardson, Chief Executive Officer of Linus, said:

"So far, we've been getting excellent feedback and support in our home market of Australia. From a European perspective, I am incredibly excited to be able to demonstrate our truly disruptive software to the global audience of broadcast technologists and executives that represent the IBC attendees.

"The real goal of our attendance at IBC is the market validation I expect Linus to get from the industry luminaries attending the show, with the upcoming beta release representing a significant step towards commercialisation of the software."



With over 50 000 attendees each year, IBC is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide (www.IBC.org).

Linus will be demonstrating their software in conjunction with showcase partner Digisoft.tv at IBC in **booth N31, Hall 14**. To schedule a personal appointment at **IBC 2016**, please contact info@linius.com, or call +61 (0) 3 9607 8234.

About Linus Technologies Limited

Linus Technologies Limited (ASX: LNU) is a developer of disruptive video 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.

Although potentially applicable throughout the digital video value chain, Linus is currently pursuing technology showcase partnerships with three multibillion-dollar industry segments: the transcoding, delivery and personalised advertising markets.

As showcase deployment progresses to confirm the software's capabilities, Linus will market these achievements to potential partners through the digital video value chain to fast-track commercialisation.

For more information visit: www.linius.com

For further information please contact:

Rod North, Managing Director,
Bourse Communications Pty Ltd
T: (03) 9510 8309 M: 0408 670 706
E: rod@boursecommunications.com.au