

ASX Announcement
22 November 2016

**LINIUS TECHNOLOGIES LIVE DEMO
FRIDAY, 25 NOVEMBER**

***Linius to demonstrate how its transformative video software can
personalise TV advertising across Cable TV Network***

Linius Technologies Limited (ASX: LNU) (Linius) is pleased to announce that it will be demonstrating personalised advertising for cable TV companies on **Friday, 25 November, at 12:15 PM AEDT**, in a live webcast.

The demonstration will be broadcast over the web, and will show the combined Linius–Digisoft personalised advertising product, which provides the functionality described as “utopia” and “difficult to achieve” in a recent New York Times article regarding the proposed \$80 billion US merger of AT&T and Time-Warner.

Linius encourages investors, media and members of the public to witness this groundbreaking demonstration by joining the meeting online via the link below.

The demonstration will provide:

- A technology demonstration showing individuals receiving personalised advertising while watching the same show on Cable TV,
- A high-level overview of setting business rules around who sees which ad
- A discussion on the state of advertising in cable TV, and the global market opportunity
- An introduction to Linius’ commercialisation opportunities in this vertical

There will be an opportunity to ask questions during the presentation by typing in the corresponding box, which Chris Richardson, CEO of Linius will address on completion of the session.

It is strongly advised to join the Linius conference meeting ahead of the 11:45am start time from your computer, tablet or smartphone so that you can access what will be a unique presentation via the link below:

<http://www.linius.com/webcast>

Chris Richardson, Chief Executive Officer of Linius Technologies, said:

“While we’ve had the opportunity to show this technology to the industry experts at IBC, to great success, we have yet to demonstrate it to the broader market.

“I’m very excited to show our investors and the world at large exactly what we’re capable of delivering.”



ASX: LNU

Capital Structure

Shares quoted on ASX - 217.5m
Shares on issue – 622.7m
Market Cap @ 5.0c - \$31.3m
Listed Options - 14.5m
Unlisted Options – 61.5m
Performance Shares - 50m

Corporate Directory

Christopher Richardson
Executive Director, CEO

Stephen McGovern
Non-Executive Director

Stephen Kerr
Executive Director, CFO

Key Definitions

Video Virtualization Engine™ is Linius’ patented software that turns existing Internet videos into virtual video files, enabling next generation TV.

Showcase Partners are Linius channel to market partners, and assist with product development and market validation.

Digital Video Value Chain is the suite of technologies that enable getting a “video” from the camera to the screen.

Transcoding is the process by which video files are converted to different formats. The process helps to support low bandwidth connections and lets video conform to the unique constraints of various mobile devices.

Contact Details

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**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.linus.com

For more information, please contact:

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