



ASX Announcement
3 October 2017

**ROADSHOW FILMS TO DEPLOY
LINIUS VVE ANTI-PIRACY TECHNOLOGY**

WORLD FIRST DEPLOYMENT OF VIRTUAL VIDEO

Highlights

- *IBM and Linus to deploy the Linus VVE anti-piracy solution for Roadshow Films premium video content*
- *Initially deployed for a high value 6-part TV mini-series to confirm proof of value in the Linus VVE anti-piracy solution*
- *This deployment will run in parallel to traditional distribution methodologies in order to clearly demonstrate the enhanced content security.*
- *Supporting commercialization plans from the \$21 billion¹ anti-piracy industry, one of four key market sectors for the Linus technology*

Linus Technologies Limited (ASX:LNU) (Linus or Company) is delighted to announce that it has been appointed by Roadshow Films, a division of Village Roadshow, to provide its anti-piracy technology solution, centred on its patented Video Virtualization Engine™ (VVE).

Village Roadshow is at the forefront of protecting the intellectual property rights of video content creators and efforts to reduce global video piracy. Linus and Roadshow Films have entered into an agreement to deploy the Linus VVE anti-piracy solution on selected premium video content from studio production to the retail platform, for an initial 12-month term. The initial content will comprise a 6-part TV mini-series produced by Roadshow Films, with a targeted launch date of the program in Australia of early Q1, 2018. Application of the VVE Anti-Piracy solution has begun in studio production, and will be expanded to distribution to the retail platform, expected in Q4, 2017.

Los Angeles based Peter Cohen, EVP Anti-Piracy at Linus, commented, "Village Roadshow is a global leader in tackling video piracy, and their endorsement of the Linus technology by becoming our first customer in this important vertical can't be overstated. This deployment will be invaluable in our engagements with other studios around the world, most notably here in LA. In 2016 alone, in excess of 17,000 new movies, TV shows and mini-series were released². The Linus technology has applications across all these media and perhaps, the most significant factor is that virtual video is being deployed for the first time with a major industry name. The reduction of video piracy is just a start, this can have huge implications across all sectors of the industry."

¹ \$38.6 USD billion box office (<http://variety.com/2017/film/news/box-office-record-china-1202013961/>); 40% loss to piracy (<https://www.quora.com/How-much-income-does-the-film-industry-lose-to-piracy>); 1.33 USD:AUD exchange rate

² 17,434 titles with a 2016 release date, as of 22 September 2017
(http://www.imdb.com/search/title?year=2016&title_type=feature,tv_series)

Robert Kirby AO, Co-Executive Chairman and Co-CEO of Village Roadshow stated, “We have previously made direct investment in Linus and are now trialing the commercial application of the Linus technology within the post production environment as well as in the distribution of feature length content directly to our digital platform partners. Securing and protecting our film and TV assets as they move through the content creation stage and onwards to our trading partners’ technology platforms are crucial steps in eliminating the threat of piracy in the early stages of the distribution ecosystem.”

IBM, as Linus’s collaboration partner, is co-ordinating the design and integration of the Linus VVE anti-piracy solution with existing Roadshow Films infrastructure. This is intended to confirm a proof of value in the solution for premium-content owners globally.

Pricing under the agreement is consistent with the Company’s previously announced revenue model for the Linus Anti-Piracy Division — a per-unit software licence fee. Material revenue from this deployment is expected to be earned as distribution of the virtual files moves beyond production to end users. Actual revenue will be dependent on the number of retail channels and end users, and the resulting API calls, video “assets”, storage and watermarking requirements (none of which are determinable at this point in time).

About Linus Technologies Limited

Linus Technologies Limited (ASX:LNU) is set to revolutionize the world of video. The Linus **Video Virtualization Engine™** has cracked the code of content intelligence and created the next evolution of video streaming.

Linus transforms cumbersome, static video files into agile, dynamic files that can be easily manipulated on the fly, in order to deliver an enhanced, custom experience for both broadcasters and end-users in any way imaginable, and some as yet to be imagined.

Linus has the potential to transform many market sectors, and is initially focused on:

1. Delivering personalized advertising solutions for broadcasters
2. Video security and reduced piracy
3. Enhancing search engine monetization
4. Security-service applications

Linus’ patented Video Virtualization Engine™ cuts costs and boost revenues across the multi-billion dollar video industry.

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