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Company Announcement Office  
ASX Limited  
Level 40, Central Park  
152-158 St Georges Terrace  
Perth WA 6000

### **Linius signs agreement with Digisoft, a global leader in broadcast technologies**

*Individually Targeted Ads Become a Reality for Pay TV*

- **Showcase will demonstrate the ability to personalize advertising experience for Pay TV**
- **Major step towards commercialisation**

Firestrike Resources Limited (ASX code: FIE) has been informed that Linius (Aust) Pty Ltd (**Linius**), an Australian company that has rights to a developed, patented method and system for providing video content on a data network connected device having a display and device controller, has signed an agreement with Digisoft and the terms of that agreement are included in this announcement.

Firestrike has completed the due diligence to acquire 100% of the issued shares in Linius with a Notice of Meeting to approve the acquisition planned for release to shareholders later in December 2015.

**Melbourne, Australia and Cork, Ireland:** Linius' proprietary technology enables transformation of a number of market segments in the digital video space. Personalized advertising is one of those segments. Targeted advertising for television has long been the Holy Grail of TV advertising.

"Targeting and personalization dramatically increase the value of, and revenues associated with advertising in all media," explains Chris Richardson, Linius CEO. "While Internet advertising utilizes ever more sophisticated targeting techniques, TV advertising has been encumbered by a number of technological issues. The result has been that even though most TV is technically delivered via Internet technology under the covers, the broadcasts have been the same, linear streams you've been seeing for the last 50 years. The global TV advertising market is worth approximately \$190 billion US per year. For the first time, our technology enables the specific targeting of TV commercials at an individual level, enabling MSOs to provide the same level of personalization that you see on the Internet, We are thrilled to work with the team of experts at Digisoft to make this dream a reality."

Linius and Digisoft have entered into an agreement to integrate Linius' industry-leading video software with Digisoft's proprietary workflow and set-top box software for purposes of demonstrating the power of Linius and then deploying the technology in the labs of major pay-TV operators around the world. This is a major first step in the commercialization of Linius' software.

The integration of Linius' unique video indexing software with Digisoft's advanced workflow and set-top-box technology will make this a reality for pay-TV operators for the first time.

"Our Iris workflow product is already industry leading, but the inclusion of the Linius capability of inserting ads on the fly, targeted at individual users, is game changing," says Fearghal Kelly, CEO of Digisoft.

Key points about Linius' software and the Linius–Digisoft agreement:

- Linius' software is truly unique, holding a number of world-wide patents
- The capabilities have been stunning in closed demos to leaders in the field, but have yet to be demonstrated in a broader environment
- Integration with Digisoft's existing STB (Set Top Box) and workflow management software will allow cable TV companies and other OTT (Over The Top) providers to trial the capabilities in their labs
- Digisoft and Linius have jointly agreed to integrate their software, and work towards a number of showcases with pay-TV providers around the world

### **About Linius**

Linius has designed and patented the world's first video virtualization engine. The technology transforms large, inflexible video files into small, highly-flexible data structures. The patented process applies two highly successful to video — data indexing and virtualization — which means that video can be indexed, spliced, and edited in real time. Content publishing no longer requires transcoding, complex workflow systems, or numerous individual streams to personalize video delivery. Instead, video files can be virtualized and delivered as required to any standards based device.

### **About Digisoft.tv**

Digisoft.tv is a global multiscreen platform provider for MSO's (Multiple System Operators). 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](http://www.digisoft.tv) for more information.

Yours sincerely.

**Paul Lloyd**  
**Director / Company Secretary**  
**FIRESTRIKE RESOURCES LIMITED**