

Linus targets rapid scalability with launch of self-service Search and Assembly Application

- Any organization globally can deploy the 'plug and play' application themselves in under an hour
- Launch supported by a marketing campaign to key target markets
- Self-service search application is available on the new client-facing Linus Marketplace

Melbourne, Australia – May 3, 2019: **Linus Technologies Limited (ASX: LNU) has unveiled its self-deployable Search and Assembly Application in conjunction with systems integrator, Hemisphere.**

Linus [announced on March 12, 2019](#) that Hemisphere was investing in building the application on Linus' Software-as-a-Service (SaaS) platform, Linus Video Services (LVS).

Linus is pleased to announce that the new 'plug and play' Search and Assembly Application is now available to the world. Branded *Widget Suite*, the application enables any organization to quickly empower viewers to search the data within its videos, from across any number of sources, and assemble hyper-personalized videos on-the-fly.

With a simple set of instructions, clients can quickly deploy the application with no Linus resources required, embedding the full capability on their website in under an hour.

Chris Richardson, CEO of Linus, stated: "Our strategy here is rapid scalability. This Widget Suite makes Linus' technology broadly accessible to the global video industry – one of our core commercialization strategies. The launch creates the opportunity for viral uptake of a set of tools which has the potential to revolutionize the way video solutions are developed, delivered and consumed. We believe that it will play a valuable role in driving revenue for Linus.

"The opportunity for Linus is that it can now focus its marketing resources to both reseller partners and clients, in the knowledge that there are immediate revenue generating use cases that can be developed quickly and easily. The design of the application encompasses our learnings from direct clients, and previously undertaken Proof of Concepts, to make the proven benefits of virtual video easily available to global markets."

Marketing activity is focused on attracting clients across multiple sectors including news, sports and education, securing new partners, enabling existing partners, and engaging developer communities.

"Together, Linus and Hemisphere are empowering video-rich organizations and business functions throughout the world to deliver previously impossible hyper-personalized video experiences," said Hemisphere CEO, Glyn Beaumont. "Taking just a handful of clicks to set-up, clients can quickly increase the value of their video content, using video hyper-personalization to boost audience engagement, create additional subscription and advertising revenues, and monetize archival footage."

Linus and Hemisphere will generate revenue from the Widget Suite via API consumption charges, as part of its existing SaaS pricing model – essentially generating revenue every time someone uses the product to watch a virtualized video stream.

Linus has [previously stated](#) that one of the paths to revenue generation is to encourage "developer communities to actively engage in building new virtual video solutions". To enable the marketing of these applications, Linus has also launched a marketplace to support LVS: www.linus.com/marketplace

[The Linus Marketplace](#) enables clients to easily access and deploy the new Search and Assembly Application, and future third-party products developed using video virtualization technology. Any

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organization can now market its virtual video applications built on LVS via the Linius Marketplace, driving consumption of virtual video and therefore Linius revenue.

Founded in 2008, Hemisphere is a leading internet software development company and systems integrator based in Auckland, New Zealand. Specializing in the creation and monetization of online video delivery solutions, Hemisphere has worked with well-known international companies including Fox Sports, Comcast, NewsCorp, NBC Universal, CNN and many more.

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About Linius Technologies Limited:

Linius Technologies Limited ([ASX: LNU](#)) has invented and patented the **Video Virtualization Engine™ (VVE)**, which is available on Amazon Web Services, Microsoft Azure and IBM Cloud.

Amazon, Microsoft and IBM are investing billions in virtualizing ‘video services’ (technologies) and Artificial Intelligence in the cloudⁱ. It is arguably the biggest battle on the internet, given that video accounts for nearly 80 percent of internet trafficⁱⁱ.

Only Linius can expose the data that makes up the video file, making cumbersome video as flexible as all other forms of data. Accessing the data within the video file is the missing link for video cloud service providers, creating unparalleled value across the internet video industry.

Linius’ VVE-powered [Video Hyper-Personalization and Search Solution](#) enables anyone to instantly search the data within video, from across an infinite number of sources, and automatically assemble the results in a single stream on-the-fly. No human hands required.

Linius is revolutionizing the way organizations and individuals across the globe produce, deliver and consume video, enabling previously impossible hyper-personalized video experiences.

It’s a breakthrough set to disrupt entire multi-billion-dollar industries. Linius is initially focused on delivering its Video Hyper-Personalization and Search Solution to six core markets: News and Media, Sports Broadcasters and Rights Holders, Education, Corporate Communications, Security and Defense, and Sports Betting.

For more on Linius Technologies, visit www.linius.com

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ⁱ RS Components, *The Race for AI*: <https://uk.rs-online.com/web/generalDisplay.html?id=i/race-for-ai>

ⁱⁱ Cisco, *Cisco Visual Networking Index*: <https://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html>