



MediaAMP partners with Linius to deliver Cognitive Video Search to US education market

- **Strategic partnership provides clear route-to-market for one of Linius' four target markets**
- **MediaAMP is a leading provider of video solutions to the US higher education market**
- **There are 4,724 universities and colleges in the US alone¹**

New York, NY – September 25, 2018: **Linus Technologies Limited (ASX: LNU) – the only cloud platform that transforms static video into interactive intelligent content – has entered into a strategic partnership with US-based higher education cloud services provider, MediaAMP, Inc.**

Under the agreement, MediaAMP will integrate Linius' patented [Video Virtualization Engine™](#) (VVE) with its video-first digital media asset management platform. MediaAMP will provide Linius' video virtualization technology to its current and future education clients throughout the US. MediaAMP's customers include the University of Washington, the University of California and Arizona State University.

The partnership comes after a successful Proof of Concept (POC) conducted in March this year. The POC validated the unique power of Linus Cognitive Search – paired with leading Artificial Intelligence (AI) services – to enable users to search for any object or action within a digital video catalogue and instantly play the desired clips.

"By integrating Linius' Search and Assembly solution, MediaAMP can empower universities and colleges across the US to enable authorized people to programmatically search, playback and share any digital video content," said MediaAMP CEO, Laurens Banker. "For example, a nursing student or faculty member could search for, and immediately stitch together, instances where the phrase 'required dosage' appears across years of recorded lectures. No manual scouring or editing of video footage required.

"Only Linius' video virtualization capabilities allow individual scenes within video files to be indexed, searched and immediately compiled for playback. With Linus, the possibilities are enormous."

Linus Executive Vice President, Ken Ruck, said that Linus was proud to help MediaAMP continue innovating in digital media asset management for the US education sector.

"MediaAMP deliver a fantastic built-for-purpose platform for cataloguing, archiving and securely sharing digital media throughout education institutions," said Ruck. "Students and staff alike want to search, assemble and share specific video content without the undue cost and delay associated with manual video manipulation. Linus is helping MediaAMP meet that demand, while furthering its mission to break-down information silos in large and complex education organizations."

Linus transforms traditional video files into actionable insights by exposing and virtualizing the data within the video file. That data can then be indexed, tagged, analyzed and leveraged by applying AI or programmatically inserting business rules. Linus provides the missing link to the monetization of AI.

Higher education institutions across the US, and around the world, keep massive archives of digital video content across a multitude of faculties, business groups and other bodies – from academic videos, to sports, alumni and promotional content.

¹ National Center for Education Statistics, Degree-granting post-secondary institutions:
https://nces.ed.gov/programs/digest/d14/tables/dt14_317.10.asp

“Considering the enormous effort to manually review and explore video files at scale, combined with the fact that there are 4,724 universities and colleges throughout the US, the need for Linius and MediaAMP’s integrated product offering is clear,” said Ruck.

In accordance with Linius’ Partner Program, MediaAMP will purchase Linius video virtualization and video search solutions for resale to its education clients throughout the US. Revenue to be earned under the agreement will depend on the level of resales and take-up of the integrated product offering.

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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 cloud. It is arguably the biggest battle on the internet, given that video accounts for nearly 80 percent of internet traffic.

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 has the potential to transform many multi-billion-dollar markets, and is initially focused on:

- **Anti-Piracy:** Applying proven data protection methods to video to solve piracy
- **Search:** Search within videos and compiling new videos on-the-fly
- **Security and Defense:** Intelligent search and immediate distribution of security footage
- **Personalized Advertising:** Hyper-personalized to individuals, time slots and content

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

For regular news and updates, follow Linius Technologies on Twitter ([@linius_tech](#)), LinkedIn ([Linius Technologies Ltd](#)), Vimeo ([Linius Technologies](#)) and Facebook ([@linius](#)).

About MediaAMP:

MediaAMP is the digital foundation for online and e-learning in the 21st century, unleashing the power of digital media by providing a robust and proven cloud management hub that unlocks organizational silos. MediaAMP provides a secure and scalable AI driven cloud platform offering unique services and solutions for the management, storage, distribution and protection of digital assets, artifacts, and media.

- **Flexible Content Delivery** – Offers complete control over the distribution and consumption of digital assets.
- **Extensible Workflow Engine** – Ability to automate complex workflows within existing creative processes.
- **Protected Cloud Storage** – Content is accessible anywhere and built-in protection ensures availability.
- **Application/System Integration** – Available plugins & adapters for integration with a rich ecosystem of 3rd-party learning/education applications.
- **Federated Management** – Hub and spoke model allows central administrators to define global policies and federate management of content to creators/users.

For more on MediaAMP, Inc., visit www.mediaamp.io

For regular news and updates, follow MediaAMP on Twitter (@mediaampcloud), LinkedIn (MediaAMP, Inc.), and Facebook (@MediaAMPcloud).

For further information or interview requests, please contact:

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