



Linus launches commercial SaaS platform

Linus unveils public self-service cloud platform, Linus Video Services (LVS), which enables developer, system integrator and business communities worldwide to use its patented video virtualization technology to solve challenges in the multi-billion-dollar video industry

- The LVS SaaS platform opens video virtualization technology to the world
- Users can log-on and independently pay to virtualize video content and build apps
- Sees fulfilment of a strategy for direct commercial uptake and helps Linus to scale rapidly
- Existing clients, including recently announced Newstag, are being deployed on LVS

Melbourne, Australia – October 3, 2018: **Linus Technologies Limited (ASX: LNU) – the only cloud-based solution that transforms static video into interactive intelligent content with its world-first [Video Virtualization Engine™](#) (VVE) – has launched Linus Video Services (LVS); a Software-as-a-Service (SaaS) platform that makes its patented VVE technology commercially available to the world.**

The self-service platform – <https://lvs.linus.com> – delivers all the technology, tools and support any person or organization requires to independently harness the power of video virtualization, without any involvement of Linus resources.

At launch, LVS also includes a beta version of Linus' Cognitive Video Search Solution, utilizing Microsoft's Artificial Intelligence tool, Video Indexer. LVS provides an embeddable Search Widget, enabling organizations to deliver granular video search and hyper-personalized content experiences in a myriad of commercial applications.

"The commercial launch of LVS is a critical step towards achieving our goal of scaling rapidly and making the world's video accessible as data," said Linus CEO, Chris Richardson. "Organizations and individuals across all video-rich market sectors can now instantly access our video virtualization technology and unleash the value of their video assets."

Anybody can create an LVS account and independently utilize Linus' video virtualization technology via a suite of APIs. There are multiple target markets:

- Businesses can immediately plug-in and perform granular searches across their video archives using Linus' embeddable Search Widget
- Developers can use Linus APIs and development kits to build powerful new applications
- System integrators can deliver new services to their clients

Capitalizing on the demand for SaaS

"Linus has commercially validated its video virtualization technology through direct deals with the likes of Newstag; taken replicable solutions to market with channel partners such as MediaAMP; and engaged major cloud providers including Amazon Web Services, Microsoft Azure and IBM Cloud," said Richardson. "With enormous growth in the global SaaS market, now is the right time for Linus to capitalize on that demand with the LVS platform."

According to BCC Research, the global SaaS market for business applications will grow from US\$44.4 billion at the close of 2017, to US\$94.9 billion by 2022 – a compound annual growth rate of 16.4%.¹

Gartner predicts that the overall public cloud services market will grow 21.4% this year, climbing from US\$153.5 billion in 2017 to US\$186.4 billion worldwide in 2018.²

Each LVS account will be charged monthly via credit card in USD at specified rates, based on the number of video assets virtualized and API calls made. Revenue to be earned will depend on the take-up of the service.

LVS is built on Amazon Web Services and Microsoft Azure.

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About Linius Technologies Limited:

Linus 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 Linus 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.

Linus 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 Linus Technologies, visit www.linus.com

For regular news and updates, follow Linus Technologies on Twitter ([@linus_tech](#)), LinkedIn ([Linus Technologies Ltd](#)), Vimeo ([Linus Technologies](#)) and Facebook ([@linus](#)).

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¹ Software as a Service Market: Technologies and Global Markets Through 2022, BCC Research: <https://www.bccresearch.com/market-research/information-technology/software-as-a-service-technologies-market-report-ift160a.html>

² Gartner Forecasts Worldwide Public Cloud Revenue to Grow 21.4 Percent in 2018, Gartner: <https://www.gartner.com/newsroom/id/3871416>