



Linus launches global marketing campaign to promote Linus Video Services

Linus is driving rapid commercialization of Software-as-a-Service (SaaS) platform, Linus Video Services, by launching:

- *A global marketing campaign directly targeting the video industry.*
- *Linus Documentation and Support Center which fulfils the 'Self Serve' Cloud strategy.*

Melbourne, Australia – February 12, 2019: **Linus Technologies Limited (ASX: LNU) – the only cloud-based solution that transforms static video into [hyper-personalized video](#) experiences with its world-first [Video Virtualization Engine™ \(VVE\)](#) – today launches a global marketing campaign and self-service portal to drive usage of its SaaS platform, Linus Video Services (LVS):**
<http://lvs.linus.com>

The campaign is targeted directly at the video industry, particularly the development community, from where Linus has seen substantial use of its LVS platform since going live in [October last year](#). Linus has a growing number of live client deployments, Proof of Concepts (POCs) and Systems Integrators (SIs) on LVS. Collectively, these activities have created many hundreds of thousands of hyper-personalised videos.

The campaign coincides with the release of the *Linus Documentation and Support Center*. The self-service portal provides clients, SIs and developer communities with the technology, tools and proven methodologies needed to capitalize on the videos created by easily deploying their own solutions, resulting in commercial outcomes for the developers and revenues for Linus. [Newstag and Oklahoma State University](#) have been announced by the Company as being among the partners already deployed on LVS.

“LVS has now been thoroughly tested at internet scale in commercial environments and the Company is now opening up and marketing the solution directly to the global industry,” said Linus CEO, Chris Richardson. “This activity is aligned to our communicated strategy of proving the technology with commercial deals and POCs, packaging them up and replicating them through partners.

“LVS allows new clients and partners to deploy our proven technology and commercial use cases without the requirement for interaction with Linus. We already have world class partner programs and direct sales channels, LVS takes the technology to a broad industry community and is integral to our mission of making the world’s video accessible as data.”

The global marketing campaign will run continually, targetting the developer and video industry community, to promote the service to:

- Commercial markets where previous direct sales and POCs have demonstrated use cases such as Sports, News and Education sectors
- Developer communities actively engaged in building new video-based solutions
- Direct integration into existing third-party video management platforms

“LVS is empowering businesses, developers and System Integrators around the world to create and deliver previously impossible hyper-personalized video experiences at scale,” said Richardson.

LVS provides multiple bundled pricing packages that future clients can choose from, depending on their expected utilization rates. Future revenues are therefore wholly dependent on client take-up and their utilization of the service.

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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' 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.

Linus 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. Linus 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 Linus Technologies, visit www.linus.com

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