

Linus successfully launches first phase of Whizzard for University of Newcastle.

Melbourne, Australia – 12 July 2022: Linus Technologies Limited (ASX: LNU) (**Linus or Company**) – the only cloud-based solution that transforms static video into hyper-personalised video experiences with its world-first Video Virtualisation Engine™ (VVE) – is pleased to provide a progress report on client, University of Newcastle and an update to [ASX announcement](#), published August 2021.

Highlights:

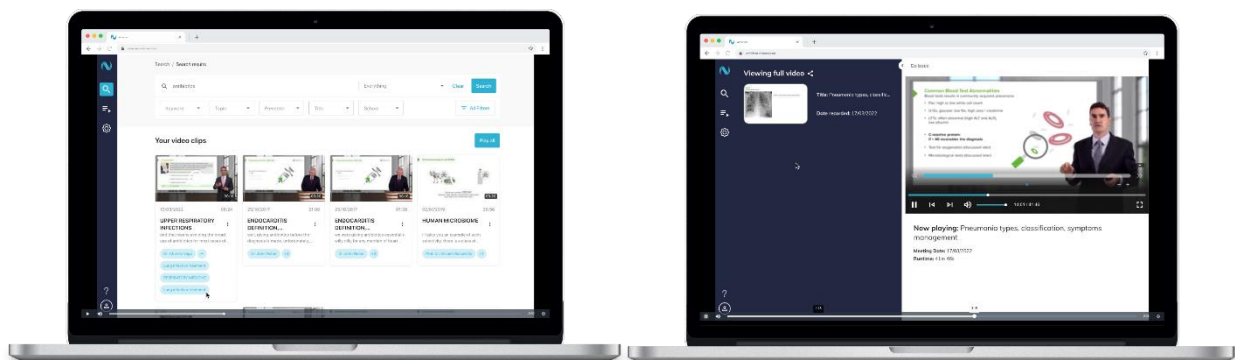
- **University of Newcastle successfully launched Whizzard education solution to audio visual ‘Living Histories’ archives and library.**
- **University staff, researchers and affiliates now have access to Whizzard.**
- **High-value use-cases for Whizzard identified in the development phase, including a larger market need across galleries, libraries, archives, and museums (GLAMx).**
- **Launch of Whizzard for the University of Newcastle sees the first phase of the original contract executed.**

The University of Newcastle, one of the world’s leading and most innovative universities, has successfully launched Whizzard for “Living Histories” archives and library, making it available to over 6,000 Staff and Researchers.

Early signs indicate that the product will be invaluable for their library, students, research communities and soon to be, public. Throughout its deployment, the University shared some clear product benefits, including increased research capabilities, improved quality of research, efficiency gains for their librarians and researchers, and increased collaboration across the University.

University of Newcastle, Chief Information Officer (CIO) Anthony Molinia said: “We are incredibly proud to be the first university globally to launch Whizzard, and with that having the opportunity to input into product features and design. We are excited by the first use-case now implemented for historical archives and increasing our research capabilities across GLAMx. With this first phase now launched, we are looking forward to working with Linus on the next iteration of Whizzard”.

University of Newcastle, Coordinator of GLAMx and Digitization Projects Dr. Ann Hardy said: “What took us six weeks, we can now do in minutes with Whizzard”. She also commented “With a very quick search I discovered a video clip for which I had been searching for more than two years”.



Images – Linus Whizzard User Interface (UI)

Linus, Chief Executive Officer (CEO), James Brennan, said “This is a significant milestone for Linus, and the roll-out of our education solution for the higher-education sector. Throughout the development period we discovered multiple use-cases, including a market opportunity and need for the product across galleries, libraries, archives, and museums (GLAMx); which is a proposition marketable and repeatable for Linus to a much broader audience.”

In its most recent Market Update to Shareholders [published on ASX](#) April 2022, the Company confirmed it has connected with most Australian and New Zealand universities and has a strong opportunity pipeline and focused roadmap to accelerate user adoption.

This first live deployment provides a tangible, scalable and repeatable solution for the Company’s sales and marketing efforts, and it believes that this first live launch will stimulate momentum in the market. With the first deployment complete, timeframes for future deployments of this solution can be delivered in weeks, versus months.

The global higher-ed tech market is set to reach USD 288.4 by 2031 (CAGR 14.5%)ⁱ with 1.4 million students choosing to study in Australia’s universities each year.ⁱⁱ

With this first phase deployed, Linus and the University of Newcastle are planning the next phase, with uses cases and applications for Whizzard more widely across the university. The University of Newcastle contract continues within the terms of the original agreement.

Ends

This announcement has been authorised for release to ASX by the Linus Board of Directors.

ⁱ <https://www.futuremarketinsights.com/reports/edutech-market>

ⁱⁱ <https://www.universitiesaustralia.edu.au/stats-publications/>

About Linus Technologies Limited:

Linus' purpose is to elevate the educational, information, and entertainment value of the world's video through hyper-personalisation. We make it possible to connect and search vast libraries of video so users can create an infinite amount of personalised video compilations on-the-fly, providing the most relevant content to each viewer.

Our patented Video Virtualisation Engine™ (VVE) turns big, bulky video files into lightweight, searchable data that is enriched with AI and ML, making it easy and efficient for users to find and share what matters to them. Creators and owners of video can drive greater viewing, and ultimately monetisation of their video assets.

For more on Linus Technologies, visit www.linus.com

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