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Oklahoma State University to test Linius Cognitive Search

Highlights

- *OSU to test Linius Cognitive Search to search, view and compose custom content on the fly*
- *Only Linius allows users to search within a video and immediately play the relevant parts*
- *Linius continues to scale rapidly, providing the missing link to the monetization of Artificial Intelligence*

New York, NY — March 5, 2018 – Linius Technologies Limited (ASX:LNU) today announced an agreement with Oklahoma State University (**OSU**) to test in a proof of concept project (**POC**) the power of Linius Cognitive Search, along with leading artificial intelligence provider, IBM Watson, to transform OSU's vast video library into data.

The purpose of the POC will be to show, for the first time how users will be able to search within videos and instantaneously return only the relevant parts of a video, or videos, stitched together into a personalized search result. This is standard practice with text based search. Only Linius can do this with video.

Oklahoma State University has over 25,000 students and has a video library of over 10,000 hours across academia, sports, alumni relations and student life. There are 4,724 Universities and Colleges in the US. [1]

"Video makes up nearly 80% of internet traffic. Linius Cognitive Search has applications across many sectors such as sports, news, corporate communications and education. Linius is changing how video content will be created in the educational sector, including recruiting, marketing, lectures, research, fundraising, athletic reels, newscasts and more," said Ken Ruck, Executive Vice President at Linius. "For example, an economics student could search for 'balance of payments' across multiple years of lectures and effortlessly stitch a video together containing the relevant information. Without Linius this would involve manually trawling through every lecture individually. The applications in education are endless and we intend to roll out across the sector."

Linius' mission is to make all the world's video accessible as data, which is the missing link for cloud service providers and artificial intelligence. Success in this POC will deliver commercial validation for Linius Cognitive Search in this environment, and will also support Linius' strategy of rapidly scaling its business. The project will commence Q1 2018.

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[1] https://nces.ed.gov/fastfacts/display.asp?id=84

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 over 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 compile new videos on the fly
- **Security and Defense:** Intelligent search and immediate distribution of security footage
- **Personalized Advertising:** Hyper personalized to individuals, timeslots and content

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