

# Linus Lands Key Deal with IBM

[Phil Sandberg](#) May 23, 2017

Linus Technologies Limited has announced on behalf of its wholly owned subsidiary, Linus Solutions Pty Ltd, that it has entered into a partnership with IBM Corporation (IBM), which will see Linus' technology built onto the IBM Bluemix platform and the promotion and sale of the Linus Video Virtualization Engine (Linus VVE) to IBM's extensive network of corporate clients.

As part of this agreement Linus will build and offer the Linus VVE on IBM's cloud platform, IBM Bluemix. IBM Bluemix weaves together services, infrastructure and data to help businesses bring their ideas into production quickly.

Linus will work with IBM technology solutions to enhance IBM products with Linus VVE and then promote and market these across all four of Linus' target market sectors including virtualisation hosted on the IBM Cloud, personalised advertising, anti-piracy, security and surveillance.

This will include the joint promotion and marketing of the Linus VVE (including presales support) and submission of proposals for selling the Linus VVE to targeted customers as a stand-alone or integrated offering with IBM products.

Linus has also been accepted as an IBM Business Partner in PartnerWorld, IBM's channel program.

Chris Richardson, CEO of Linus, commented, "We see the relationship with IBM as significant validation of our technology and commercialisation plans.

"IBM Bluemix provides a great technology environment to build out the virtual video ecosystem. The Bluemix APIs offer a flexible development platform and additional functionality such as video search and blockchain, and enhance our capabilities to meet the needs of our vertical markets.

“IBM has existing relationships with the who’s who on our potential client target list. IBM has the resources and experience to assist us in deployment and management of our commercial solutions and the infrastructure to scale for global distribution.”

Anthone Withers, Head of Software as a Service, IBM Australia and New Zealand, said, “I feel Linius could be a game changer in the world of video, from personalised advertising to search and security.

“We’re now actively working with Linius to identify and market the technology to target customers.”

Video is estimated to represent 80 percent percent of internet traffic , consisting of huge data files which are cumbersome and static. The Linius solution virtualises videos, exposing the internal, data in much that way that Big Data virtualises the world’s text. As a result, organisations can more easily and quickly add, splice and merge videos as needed. For example, a cable TV company will be able to deliver personalised TV ads, whilst a search company could return deliver hyper personalised video search from within videos.

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