

Agreement sees video libraries becoming cheaper to run

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Linius Technologies and Suitcase TV have entered a showcase agreement for Suitcase TV to demonstrate how the Linius Video Virtualisation Engine can turn existing Internet videos into virtual video files, enabling next generation TV.

As part of this agreement, Linius and Suitcase TV will work together to quantify the impact that the Linius Video Virtualisation Engine has on the traditional broadcast market and identify the breadth of potential commercial opportunities for both companies.

Suitcase TV brings Internet video solutions to traditional TV broadcasters, including the ability to live stream across IP networks, and store and repurpose media assets, for which it has won highly acclaimed industry recognition.

The showcase comes due to Linius' recent participation at the 2016 International Broadcasting Convention (IBC 2016) in Amsterdam.

Linius' Video Virtualisation Engine can personalise video streams. When combined with Suitcase TV's media storage and repurposing software, it is expected to open new market opportunities for the giant libraries that media publishers possess but which currently are difficult and expensive to use. Additionally, Suitcase TV and Linius will be exploring applications of the Video Virtualisation Engine in off-site production, such as sporting events and reportage.

"We are pleased to extend our group of Showcase Partners to include Suitcase TV," says Chris Richardson, Chief Executive Officer of Linius. "As with all showcase partnerships, the goal is to work with the best companies in the industry to validate market opportunities and extend product capabilities."

"Linius' technology has the potential to be truly ground-breaking, and we see multiple areas where we believe it can augment our already award-winning MediaStor and iphrame Remote products," says Fraser Jardine, Commercial Director of Suitcase TV. "We can't wait to get it into the labs and validate the impact we believe it will have on broadcasters and media publishers."

The target market for a joint Linus and Suitcase TV solution includes major broadcast networks, such as ABC and the BBC; the over 1,700 local TV stations in the US alone, that are under growing pressure to move to digital; and major media publishers such as AP and Reuters. Upon completion of the showcase, Linus and SuitcaseTV expect to quickly move to commercialisation.

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