



BETTER VIDEO TO BOOST AD SELL

PAUL GILDER **TECHNOLOGY**

LINIUS Technologies, a Melbourne-based software developer, will help IBM squeeze more revenue from its video offerings after inking a deal with the computer titan.

Linius has developed a method of splicing content that it says allows personalised videos and advertisements to be more seamlessly inserted into other content. It will enable advertisers to better target viewers rather than deliver the same message en masse, the company says.

The technology will be integrated into IBM's cloud platform, Bluemix, and promoted to the tech titan's long list of corporate clients.

Linius has taken out global patents on its technology and is aiming to license it to major content providers.

In February, its technology was taken up by social media photo and video streaming site Instagram.

"I feel Linius could be a game changer in the world of video, from personalised advertising to search and security," IBM Australia head of software Anthonie Withers said.

Separately, the company

building the national broadband network, NBN Co. will use Xref to check the references of prospective employees after the locally-listed group successfully tendered for the work.

Xref says its software allows employers to build a comprehensive picture of jobseekers, collating references and other data much faster than traditional methods and helping to eradicate fraud.