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## Village Roadshow backs Linus anti-piracy tech

Trevor Chappell

Village Roadshow and its co-executive chairman have jointly invested \$1.5 million in Linus Technologies, a firm whose primary product makes digital video files easier to manipulate.

Robert Kirby, the co-executive chairman of Village Roadshow, says the film distributor is particularly interested in anti-piracy solutions that Linus is developing.



*Village Roadshow is waging an ongoing war against piracy.* Photo: Viki Lascaris

"We can see many applications for the technology across the video industry," Kirby said in a statement.

"We are particularly interested in the anti-piracy solutions that Linus is developing and are actively working together with Linus to introduce its technology to industry leaders in the hope of reducing global piracy."

Village Roadshow has invested \$1 million and Mr Kirby \$500,000 through a placement by Linus of 30 million shares at five cents each.

Linus expects to use the new funds to accelerate the commercialisation of its patented product, the Linus Video Virtualisation Engine.

Linus' technology can manipulate the data contained in video while it is travelling between its source and destination.

Whereas video is conventionally streamed to a device as a contained, complete package of data, the Linius technology breaks up the package and re-assembles the video file at its destination.

The content of the video can be indexed, tagged, extracted, spliced, manipulated and controlled while it is in transit to the end-user.

Linius says this enables broadcasters to deliver "hyper-personalised" content to the end user, making for more effective advertising, security and searching.

**AAP**

<http://www.smh.com.au/technology/innovation/village-roadshow-backs-linius-antipiracy-tech-20170718-gxd9x8.html>