



LINIUS VIDEO
VIRTUALIZATION ENGINE™ (VVE)

Revolutionizing video in education

Unlock the true value of your video content with Linus' patented Video Virtualization Engine™ (VVE) and world-first Video Search Solution:

- Drive stronger academic results
- Increase enrolment demand and student engagement
- Boost revenue and stakeholder engagement

Unleashing the power of video in education

As an education provider, you know that video is becoming an increasingly important and popular tool for teaching, learning, research and promotion.

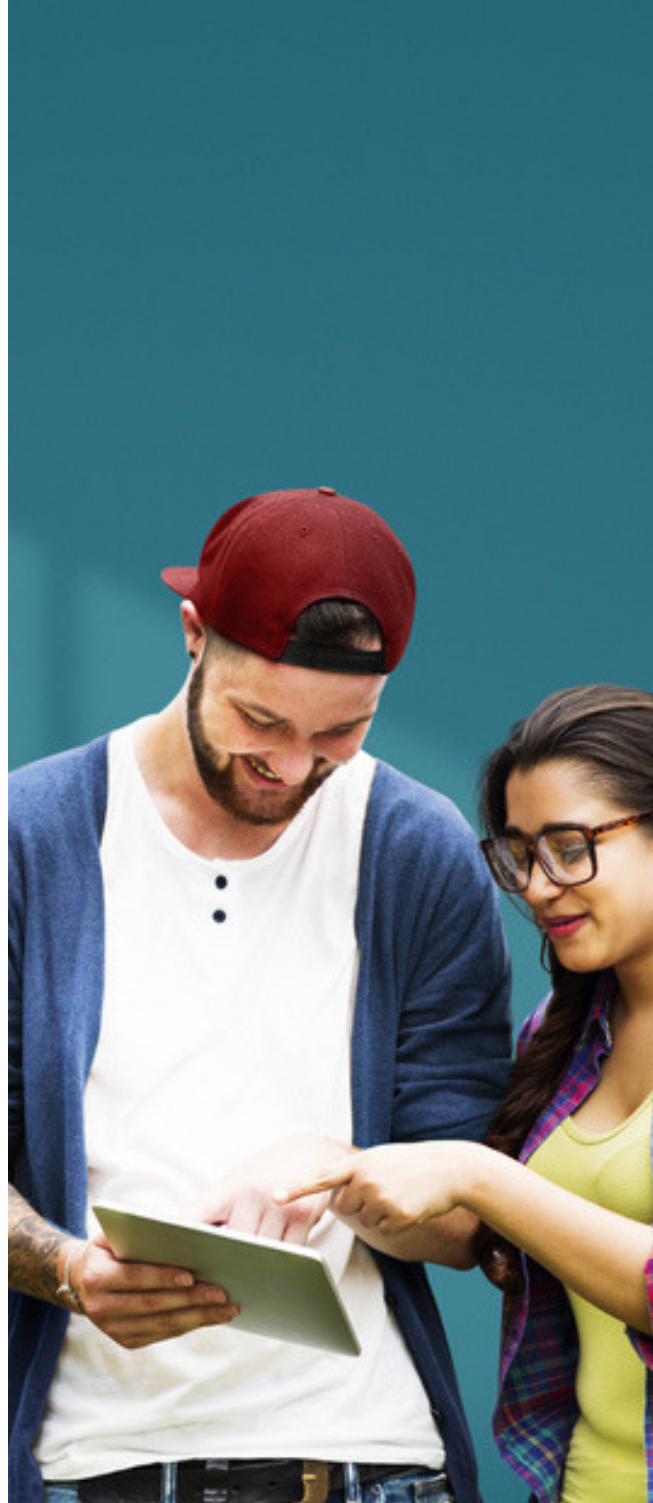
In 2015, the Babson Survey Research Group found that one in four US higher education students were enrolled in one or more online courses (1). By 2019, iMod Education expects 50 percent of all classes to be delivered online (2). And, projections show that the worldwide e-learning market will surpass US\$243 billion by 2022 (3).

But, mushrooming demand for video content in education is also creating a bigger and bigger black hole of knowledge: A lot of data goes in, but nothing intelligent comes out. Until now.

Linius unleashes the enormous potential value of education's video assets, unlocking the data from static and impenetrable video files for the first time. The result? Granular video search, previously unachievable custom content, and actionable insights. Instantly find and stitch together any object, from across any number of sources, to create hyper-personalized video experiences.

The implications for education providers are immense: Drive stronger academic results, increase enrolment demand and student engagement, boost revenue and stakeholder engagement, and increase the value of your video assets while slashing production costs.

Make hyper-personalized learning, teaching and promotion possible.





What are the benefits?

Linius' world-first video virtualization and video search technology is revolutionizing how education institutions use video content, transforming the multi-billion-dollar education industry.

Drive student engagement and results

Online lectures are fantastic. They give students the flexibility to study remotely or juggle family, work and social commitments at the same time. But, beyond catching-up on yesterday's lesson, the recording's usefulness is limited. Students spend hours combing through on-demand course content, just to find small nuggets of information. Linius flips that experience on its head. Empower students to search for any object, across any video source – from text, to audio and even facial recognition, and immediately receive relevant search results. Turn hours of pain into instant gain.

Use case:

Jackie is a nursing student. She's preparing for her final exams. Administering medication was discussed throughout the course, and Jackie knows she'll be tested on it. With Linius' Video Search Solution, she can instantly search across her university's entire catalogue of recorded lectures for mentions of 'required dosage'. Relevant clips are automatically stitched together on-the-fly, delivered as one custom video. Jackie can prepare with confidence – minus the stress and all-nighters.

Deliver hyper-personalized course content

Teaching to large groups is always challenging. Some students learn at different rates, others need more help with certain topics. So stop teaching to the masses. With Linius, it's easy to create one-to-one learning experiences. Inspire your lecturers and tutors to deliver tailored learning at its finest, generate strong student engagement and achieve better academic outcomes.

Use case:

Ken is a physics professor. He knows that some of his students are struggling with Projectile Motion and Relative Velocity concepts. But, he knows that a colleague of his delivered a series of excellent lectures on those topics a few years ago. Using Linius' video virtualization and search technology, Ken immediately finds and compiles related video snippets. Ken shares the custom compilation with selected students. He, and they, can now breathe a little easier.

Boost revenue and stakeholder engagement

Running a successful education institution requires increasingly intelligent ways of engaging stakeholders to drive revenue. Video is a powerful tool for demonstrating merit to alumni, philanthropists, research bodies and other interest groups. Instantly and programmatically deliver custom video content with Linius' AI-enhanced Video Search Solution. Show what each of your financial backers wants to see.

Use case:

Sally runs fundraising and grant applications for a university. She wants to create a promotional video encouraging alumni who graduated in 2009 to donate. Sally instantly correlates names on her mailing list with faces in sports, campus life and graduation videos from 2009, stitching it together in one ready-to-go piece of nostalgia.

Increase student enrolments

Higher education is an increasingly competitive market. If students can't quickly imagine campus life suiting their needs, they'll look elsewhere. And, parents want to know that their investment is well spent. Make it easy for your student acquisition team to appeal to school leavers and parents alike. Become a destination institution for high achievers from across the nation and abroad.

Facilitate outstanding research

It's no secret that university's build reputations by publishing leading research. But, conducting ground-breaking studies often relies on detailed data analysis and comparison. And when it came to video, this process was painstakingly slow and fraught with human error – until now. By exposing the data that makes-up video content, Linus facilitates AI-enabled granular analysis, down to an iframe level. Automatically count, analyze and compare elements within video content and between video sources.

Increase the value of your video assets

You spend large amounts of time, money and energy collecting, storing and surfacing video content. Don't let it go to waste. Break-down information silos, and proactively repurpose disparate catalogues of video content, with Linus' search and hyper-personalized video delivery.

Slash video costs and protect content

Enormous time and effort go into producing, managing and delivering traditional video files. Some university's produce over two terabytes of video files every week. Protect your video assets, dramatically reduce video production costs, and eliminate infrastructure strain with Linus' video virtualization and video search capabilities.

With Linus, it really is that easy to curate, deliver and consume custom-built video content. Linus delivers hyper-personalized video experiences not previously possible.

Use case:

Allan works in student acquisition services at a large education institution. He searches across the college's many video archives, pinpointing the faces, places and scenes he needs. In minutes, he's sent out custom videos to expression of interest applicants: Great solos from top-performing music students go to aspiring musicians, footage of study clubs to those with high grade point averages, and highlights from moot court simulations to law applicants. Before Linus, Allan spent days manually poring over 10,000 hours of footage.

Use case:

Amy is the lead on a top cancer research program at her university, while Shaun is head of media studies. Amy needs to compile and review videos on subject behavioral traits after treatments and compare against similar archival footage. With Linus, she performs the same analysis in less than half the time, reduces costs and is closer to a cure. Meanwhile, Shaun performs programmatic sentiment analysis – comparing coverage of Donald Trump across multiple news networks to determine media bias – with unparalleled speed, accuracy and detail.

Use case:

Greg is head of economics at a large university. At the start of each new topic, he wants to automatically send students tailored video packages of the most-watched moments from related lectures. Using Linus to match granular consumption and AI-generated data, he knows precisely what students have been watching; down to an iframe level. Greg can make the most of his faculty's vast knowledge stores, programmatically pushing custom lecture content to students based on past viewing habits.

Use case:

Alice works in the digital assets and infrastructure team at an international business school. Before Linus, Alice spent her days manually tagging videos with high-level keywords and trawling through entire video catalogues to meet requests for content. Searching and locating source videos was a repetitive nightmare. Now, Alice can instantly find and stitch together relevant clips on-the-fly, producing completely customized videos in moments. And, because the videos are virtualized, they're safe from unauthorized duplication or viewing, and reduce the need to move huge video files around her network.

How does it **work?**

Linus has cracked the code that makes dynamic video search a reality for education providers of all types.

Linus transforms traditional video files into actionable insights by exposing and virtualizing the data within the video file. That data can then be indexed, tagged, analyzed and leveraged by applying AI or programmatically inserting business rules.



Step 1: Unlock your data

Transform traditional, static video files into flexible blocks of data.



Step 4: Search for anything

Search all your video content – for any object across multiple sources – down to an iframe level.



Step 2: Create a virtual file

Index data to create a light-weight virtual video file – a fraction of one percent of the original file size.



Step 5: Deliver hyper-personalized video

Share completely custom video content, that's reassembled at the point of playback.



Step 3: Enrich the data

Apply AI, third-party data or other intelligent business rules to make any video element instantly searchable.

With Linus, you can programmatically search through, reassemble, and playback every frame of enriched digital video content from any number of sources. Easily compile and share custom videos on-the-fly, and deliver bespoke content in an instant.



Why Linius?

Only Linius transforms your static video into interactive, intelligent content that drives teaching, learning and business outcomes through hyper-personalized experiences.

Unshackle your vast video assets with Linius' VVE and Video Search Solution for education.

1: Online Report Card – Tracking Online Education in the United States, Babson Survey Research Group

2: The Popularity of Online Courses & E-Learning in 2016 Based On Trends & Statistics, iMod Education

3: E-learning and digital education – Statistics & Facts, Statista