

June 2, 2020

**In-House AI Video Editing Cloud "VIDEO BRAIN"**  
**Enables placement of up to 4 video materials per scene /**  
**Supports video production of up to 60 minutes**

VIDEO BRAIN, an in-house AI video editing cloud service, is the first video editing cloud service in the world to implement an editing function that allows users to split a scene and place up to four video materials, and to produce videos up to 60 minutes in length. The UI/UX has also been updated to make it even easier to handle and edit long videos.

This makes it easy for anyone to edit video content that viewers can watch and understand carefully, such as internal training and recruiting content, business manuals, and online seminars, for which the need has increased due to the online shift caused by the pandemic.



**1シーンに最大4つ**  
**動画配置可能に!!**

**最大60分**  
**書き出し可能に!!**

**VIDEOBRAIN**

According to a survey by the Japan Productivity Center, more than 60% of respondents expressed a positive attitude toward teleworking, with 24.3% saying they "agree" and 38.4% saying they "somewhat agree" (38.4%) about whether they would like to continue teleworking after the pandemic is resolved. In the "new normal," teleworking is expected to become the norm, and non-face-to-face communication will continue to increase. Business meetings, training sessions, and briefings that used to be conducted in person will now generally be held online, requiring a stock of "business content that can be communicated even through a monitor" and "business content that can be viewed at any time."

VIDEO BRAIN, has been adopted by many companies during this pandemic in response to such growing needs for business content, and we will continue to expand its functions so that anyone can easily create videos.



**Comment from Yuko Takamatsu (President & CEO)**

We are pleased to release multi-screen placement of videos and long-time editing and exporting via the cloud, which have been highly demanded by our customers, and to implement technology that surpasses other video editing clouds on a global level.

We hope you will continue to pay attention to our SaaS business as we continue to develop the world's best video editing cloud SaaS business with high customer satisfaction based on "anyone can do it easily".

**New UI/UX for easy handling and editing of long length materials**



**Easy-to-view scene list display**

Long videos with many scenes can now be displayed in an easy-to-view list. The list displays the number of seconds for each scene, and scenes can be added or replaced on the list. It can also be switched to a card format with a single click.



**Quick Video Trimming by Minute/Second**

You can now specify the part of the uploaded video you want to use in minutes and seconds, making it

easier to trim the video. You can also check the audio included in the video, so you can trim the part of the video you want to use in a well-delineated manner.



### **Larger and Easier-to-see Preview Screen**

The larger preview screen makes it easy to preview long videos by moving the seek bar that indicates the playback point. Audio and background music in the video are also played back, so you can check all the elements that make up the video before exporting.

#### **ABOUT Video BRAIN**

Video BRAIN is a service that can create “unlimited video anytime, anywhere at ease”. This in-house AI automated video editing cloud service makes it easy for anyone to edit high-quality, narrative videos in minutes with the support of AI. The user interface is designed for inexperienced users, making it easier to create videos as if using PowerPoint. Many companies have adopted it regardless of the industry and have been highly evaluated for its ability to produce video in-house, which had previously been outsourced, and for its cost and time savings.

For further more information, please visit us <https://video-b.com/>

#### **ABOUT OPEN8 Inc.**

OPEN8 Inc. is a content technology company that develops our own AI technology centered on natural language processing and computer vision and possesses “OPEN8 CORE TECHNOLOGY” which consists of algorithm and software modules.

We support companies from various industries to deliver visualized information through the provision of APIs such as the automatic video generation function and “Video BRAIN”, an in-house AI automated video editing cloud service. We also combine our expertise in video content production and distribution knowledge cultivated in the video advertising and video media businesses. In 2019 we were awarded as one of the Red Herring Top 100 Asia Winner, an award given by Red Herring to innovative private technology ventures in Asia.

Based on our business concept of “becoming a growth driver of every company’s information distribution strategy with AI and SaaS,” the company offers the following three businesses

##### **(1) SaaS Business**

We provide “Video BRAIN”, an in-house AI automated video editing cloud service to businesses. Once you submit materials such as photos and text, the AI engine analyzes the data and creates a video with a storyline. Anyone can easily create rich video content within a few minutes. Many companies from small businesses to enterprises have adopted this service, regardless of business or objectives including PR, instruction manual, or recruiting contents.

##### **(2) API Business**

We provide the “OPEN8 CORE TECHNOLOGY” which consists of algorithm and software modules as an API. It can be used as a stand-alone solution or in combination with multiple technologies and can be used by corporate needs.

##### **(3) MLaaS (Machine Learning as a Service) Business**

We build our own unique model based on the company’s private data and develop original solutions in combination with our “OPEN8 CORE TECHNOLOGY”.

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