

April 28, 2021

## **OPEN8 Appoints Yosuke Furukawa, President of Japan Node.js Association, as Technical Advisor**

Tokyo – April 28, 2021 – OPEN8 Inc. is pleased to announce that Yosuke Furukawa, President of Japan Node.js Association, has been appointed as a technical advisor.



[From left Hisatake Ishibashi, Executive Officer; and Yosuke Furukawa, new Technical Advisor]

### **Appointing a Technical Advisor**

Based on the concept of “becoming a growth driver of information distribution strategies for all companies with AI × SaaS,” Open8 has developed the video editing cloud “Video BRAIN” and the social media posting and analysis service “Insight BRAIN” by combining the video content production and distribution knowledge cultivated in the video advertising and video media businesses with AI technology. We also provide APIs for automatic video generation and other functions to support the dissemination of information by companies.

Mr. Furukawa is a senior front-end engineer at Recruit Co., Ltd. and serves as a technical advisor to many companies. He is also the President of the Japan Node.js Association, an organization dedicated to promoting Node.js in Japan and the surrounding Asian region and is considered a leading figure in the Node.js community in Japan.

With Mr. Furukawa’s technical expertise, we will promote further business development to improve the quality of OPEN8’s products, including the video editing cloud “Video BRAIN,” training and strengthening engineer’s performance and improving our front-end technology’s PR and branding.



**Comment from Mr. Furukawa**

OPEN8 provides a web-based service that makes video creation easy with high-level technical skills and a unique stack which attracted my interest. I will do my best to help the company grow by utilizing the technical knowledge I have.

**Profile of Mr. Furukawa**

Mr. Furukawa is the president of the Japan Node.js Association, organizer of JSConf JP, the largest JavaScript conference in Japan, and manages the JavaScript community in Japan. He is a member of the Chrome Advisory Board, Node.js Core Collaborator, and is active in a wide range of activities from the browser to OSS development.

Twitter: [https://twitter.com/yosuke\\_furukawa](https://twitter.com/yosuke_furukawa)

Hatenablog: <https://yosuke-furukawa.hatenablog.com/>

**ABOUT Video BRAIN**

Video BRAIN is a service that can create “Easy for anyone to use video”. This in-house AI automated video editing cloud service makes it easy for anyone to edit high-quality, narrative videos in minutes with AI support. 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. Also, by using Video BRAIN together with the SNS posting and analysis service “Insight BRAIN”, we can provide one-stop service from planning to production and analysis of video contents.

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

**ABOUT OPEN8 Inc.**

Open8 is the 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. Based on our original concept: “AI x SaaS to become a growth driver of every companies’ information distribution strategy”, we support delivering information by companies in any industry through the provision of APIs such as the automatic video generation function, “Video BRAIN,” video editing cloud service, by combining our expertise in video content production and distribution know-how cultivated in the video advertising business and video media business, and the SNS posting and analysis service “Insight BRAIN”. We are proud to announce that we’re the 2019 Red Herring Top 100 Asia Winner, an award given by Red Herring to innovative private technology ventures in Asia.

**(1) SaaS Business**

Providing “Video BRAIN”, a video editing cloud service to businesses contributes to the video transformation. Once you drag and drop media 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, including major corporations, have adopted this service for a wide range of purposes, regardless of business or the type of work, including PR, manuals, and recruiting content. Also, by using Video BRAIN together with the SNS posting and analysis service “Insight BRAIN”, we can provide one-stop service from planning to production and analysis of video contents.

- No.1 Automatic Video Generation Sales Share (\*1)
- No.1 AI video editing tool for marketers (\*2)
- No.1 AI video editing tool for enterprises (\*2)
- Good Design Award 2019
- Ruby Biz Grand Prix 2020 Special Prize

(\*1) source: Deloitte Tohmatsu MIC Research Institute Co., Ltd. 「Video generation and distribution software Market Report 2020」Market share in Video generation software (2020) Japanese only <https://mic-r.co.jp/mr/01930/>

(\*2) source: Japan Marketing Research (FY2019/Nov)

## **(2) API/MLaaS (Machine Learning as a Service) Business**

Providing “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 it’s also able to be used by corporate needs.

Also, building our own unique model based on the private data from the businesses and develop it to original solutions in combination with “OPEN8 CORE TECHNOLOGY”.

### **For all press inquiries**

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