

May 10, 2021

Video BRAIN's new commercial "GM, Akira Kawashima" series released nationwide

Tokyo – May 10, 2021 – OPEN8 Inc. launched a new series of the commercial featuring Akira Kawashima (Kirin), the MC of the morning variety show "Lovit! (TBS)", started this spring. The commercial will be aired on taxi signage nationwide from May 10, 2021.

The first series has 2 versions "Run through it, Sales Manager" and "Run through it, Advertising Manager" where Manager, Kawashima, and his team are on the road to project success, carrying a large number of documents filled with passionate ideas to present or developing creative ads that fully condense the benefits of many products.

But will their passion be conveyed with all that information?

The series is meant to show you that there are still problems in companies that are not well communicated due to overloaded information and solving the solution with video content will enable you to take further steps forward in any situation.

"GM, Akira Kawashima" Series

1. "Run through it, Sales Manager."
URL <https://www.youtube.com/watch?v=7mHN8ZrAlYs>
2. "Run through it, Advertising Manager."
URL <https://www.youtube.com/watch?v=utHwpCNktXg>

Outline of taxi-ad

Title: "Run through it, Sales Manager" and "Run through it, Advertising Manager"
Schedule: Starting from May 10th, 2021
Area: TOKYO PRIME nationwide

Profile of Akira Kawashima



Affiliation: Yoshimoto Kogyo (1997, NSC Osaka, Class 20th)
Date of Birth: February 3, 1979
Birthplace: Uji City, Kyoto Prefecture
Hobbies: Gaming, horse racing
Specialties: draw illustrations

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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