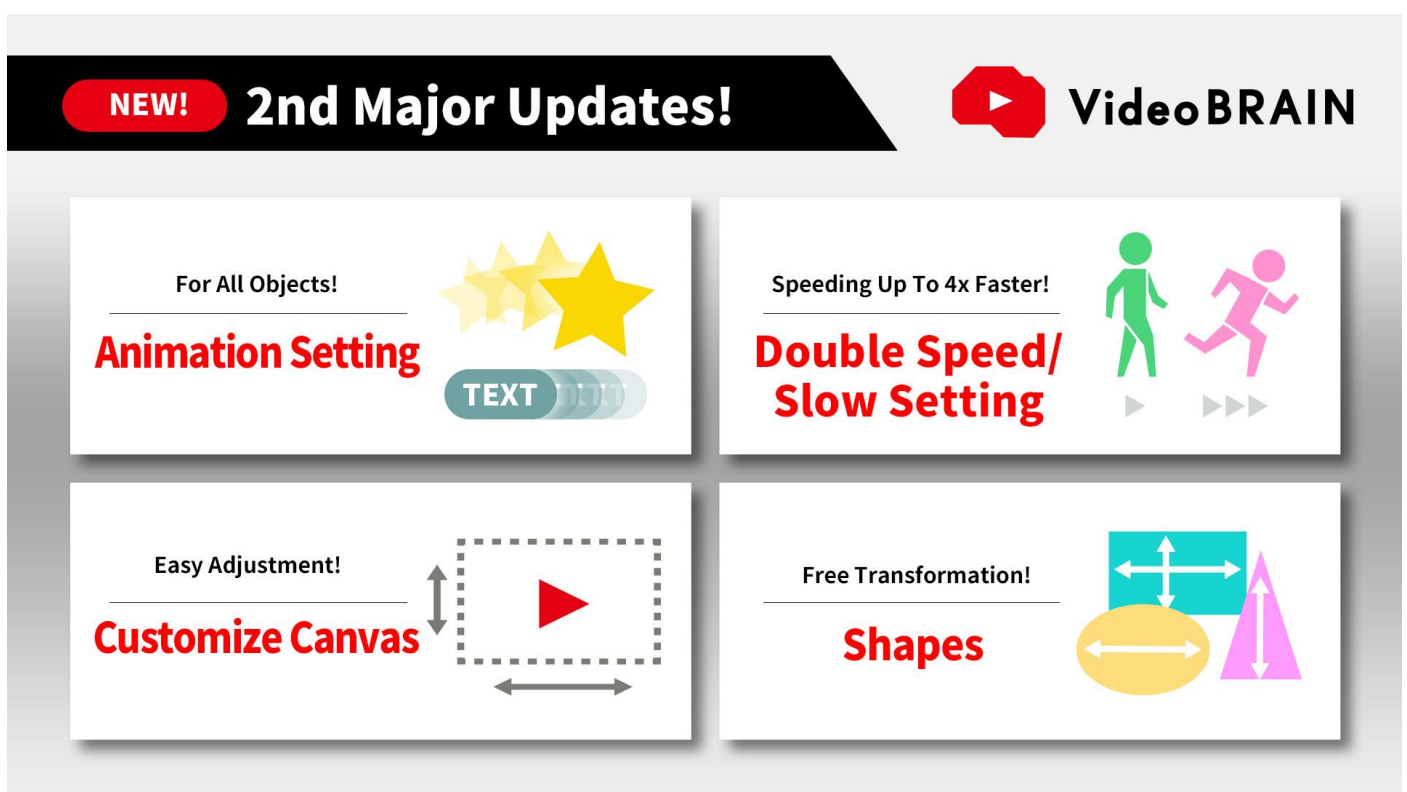


June 29, 2021

Video BRAIN – New Product Update: Enhances Animation Infrastructure to all objects for more creative videos.

Tokyo – June 29, 2021 – OPEN8 Inc. announced additional new features – enhanced animation infrastructure to allow you to set animation settings for all objects that make up a video including still images, videos, shapes, and stamps. (Update scheduled for early July)

In addition, it has evolved further as a business video editing cloud with a "Double Speed/Slow Setting" function that allows users to adjust the video from 4x to 1/4x speed, a "Customize Canvas" function that allows users to freely set the height and width of the video and a more powerful editing function for shapes that can be placed in the video.



The graphic features a black banner at the top with a red 'NEW!' badge and the text '2nd Major Updates!' in white. To the right is the 'Video BRAIN' logo, which includes a red play button icon. Below the banner are four white boxes, each with a feature description and an illustration. The first box is titled 'For All Objects!' and 'Animation Setting', showing yellow stars and a 'TEXT' button. The second box is titled 'Speeding Up To 4x Faster!' and 'Double Speed/Slow Setting', showing a green stick figure and a pink stick figure running. The third box is titled 'Easy Adjustment!' and 'Customize Canvas', showing a dashed box with a red play button and arrows indicating size adjustment. The fourth box is titled 'Free Transformation!' and 'Shapes', showing a yellow circle, a blue square, and a pink triangle with arrows indicating transformation.

- **All objects can now be animated.**

You can set animations for objects such as still images, videos, shapes, and stamps. You can set up animations in three different ways: how they appear, during their appearance, and how they disappear, and combine them to create a visual impact. In addition, "Effect Processing" that allows you to add effects such as ripples and flashes effects to video materials, and "Motion Materials" with rich animation settings have been added, which will be useful when you want to create a visual impact such as in campaign introduction videos.

- **The "Double Speed/Slow Setting" function allows you to adjust the speed of video material by 4x to 1/4x.**

It is now possible to adjust the speed of the video material in 7 steps, from 4x to 1/4x. For example, in an explainer or manual video explaining work procedures, you can slow down important parts and add an explanatory message, or in a recipe video, you can fast forward the cooking process to create a compact video that can be viewed in a few minutes.

- **The "Customize Canvas" function allows you to freely adjust the vertical and horizontal size of the video.**

In addition to the standard canvas sizes of 16:9, 1:1, and 9:16, you can now freely customize the height and width in pixels. This can be changed according to the regulations and specifications of the platform where the video will be distributed, such

as owned media, web advertising, and digital signage.

- **The more improved “Shape” function.**

The number of shapes that can be placed in the video has been expanded, and you can now use gradient fills and adjust the opacity. You can also easily adjust zoom in, zoom out, rotate, etc. just like in PowerPoint. You can also create a wide range of effects by combining it with other functions, such as overlaying text on top of a shape or setting up animation.

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

OPEN8 Inc., Public Relations: Chiaki Iwama, Yuki Kato
Iwama MOBILE +81)80-4105-0853
Kato MOBILE: +81)80-9745-9220
PHONE: +81)50-1749-7880
FAX: +81)3-6892-5529
EMAIL: info@open8.com