

August 27, 2021

Video BRAIN selected as "No.1 Business Video Editing Cloud Recommended by Major Companies".

Forth No.1 following "No.1 Automatic Video Generation Software Market Share for 2 Consecutive Years", "No.1 AI Video Editing Tool for Enterprises" and "Marketer's choice for AI video editing tool"

Tokyo – August 27, 2021 – OPEN8 Inc. announced that the business video editing cloud "Video BRAIN" provided by Open8 Inc. was selected as the "No.1 Business Video Editing Cloud Recommended by Major Companies (*1)" in a survey conducted in August 2021.



The graphic features a central white banner with a gold medal icon on the left containing 'No.1 2021 JMR ORGANIZATION'. To the right of the medal, the text reads '大手企業がオスズメする No.1^{※1} ビジネス動画編集クラウド'. Below this, a large black question 'それ、動画でどうですか?' is displayed. Underneath the question is the Video BRAIN logo and the text 'ビジネス動画編集クラウド'. To the right of the banner is a portrait of a man in a suit. Below the banner, there are three award icons: '動画自動生成ソフト 2年連続売上シェア No.1^{※2}', 'マーケターが選ぶ AI動画編集ツール No.1^{※3} 企業向け AI動画編集ツール No.1^{※3}', and 'GOOD DESIGN AWARD 2019'. At the bottom right, a laptop displays the Video BRAIN interface. Small text at the bottom left provides survey details for each award.

In addition, Video BRAIN has been selected as "No.1 in the Automatic Video Generation Software Market Share for two consecutive years (*2)", "No.1 AI Video Editing Tool for Enterprises (*3)," and "No.1 AI Video Editing Tool Chosen by Marketers (*4)". With the background of accelerated adoption of Video BRAIN by large-scale companies, we were also able to receive the title "recommended by major companies".

Video BRAIN will continue to promote the use of video and in-house video production by many companies and create a world where people can experience high-quality information that makes people move.

1 Japan Marketing Research Institute | Survey method: Internet-based questionnaire survey | Survey period: June 16, 2021 - August 14, 2021

2 Deloitte Tohmatsu Mick Economic Research Institute Co., Ltd. "Current Status and Outlook of the Automated Video Generation and Delivery Software Market for Corporations, FY2020 Edition" Automated Video Generation Revenue Share in Automated Video Generation Software (FY2019-FY2020) <https://mic-r.co.jp/mr/01930/>

3 and 4 Japan Marketing Research Institute | Survey method: Internet-based questionnaire survey | Survey period: November 6, 2019, ~ November 27, 2019

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 Business Video Editing Cloud Recommended by Major Companies (*1)
- No.1 in the Automatic Video Generation Software Market Share for two consecutive years (*2)
- No.1 AI video editing tool for enterprises (*3)
- No.1 AI video editing tool for marketers (*4)
- Good Design Award 2019
- Ruby Biz Grand Prix 2020 Special Prize

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(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”.

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