


September 3, 2021

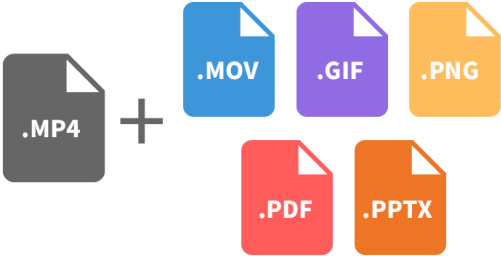
## **Business Video Editing Cloud "Video BRAIN"** **Supports downloading files in a variety of formats, including PowerPoint and PDF** **for all business scenes**

Tokyo – September 3, 2021 – OPEN8 Inc. announced that the business video editing cloud "Video BRAIN" can now be downloaded in a variety of file formats, including PowerPoint and PDF, which are used by businesspeople on a daily basis. For video files, in addition to MP4, it also supports Apple's standard MOV file format.

We have also added a function to crop still images and videos in circular and triangular shapes. This can be used in a variety of situations, such as inserting a round wipe of the speaker in a seminar video.

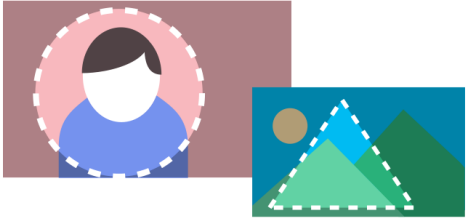
**NEW!** More convenience on video creation!  **Video BRAIN**

### Expanded export formats



Now you can download still images, PowerPoints, PDFs, and other file formats!

### Expanded cropping function



Added the ability to crop image/video objects to round or triangle shapes!

- **PNG format (still image)**

You can download one frame of a video as a still image. While previewing the video, stop at the point you want to cut out as a still image, and click the camera symbol to easily download the still image.

With Video BRAIN, you can easily create thumbnail images for owned media and YouTube, which used to be created with graphic design software such as illustrator.

- **PowerPoint format**

You can download a file that has videos created with Video BRAIN inserted into PowerPoint slides. Each scene of the video can be pasted onto a PowerPoint slide, so a video consisting of a total of 10 scenes will be equivalent to 10 slides.

If you download multiple business manual videos in PowerPoint format and combine them into one file using PowerPoint functions such as cover page, middle door, section dividers, etc., you can easily create a complete collection of business manuals.

- **PDF format**

PDF files can be downloaded as still images pasted on the page for each video scene and can be deployed to customers and other external partners without worrying about garbled characters or broken layouts on different operating systems, software versions, or devices.

- **GIF format**

This is a file format that can be utilized in the creative production of Internet advertising that supports GIF animation. When posting videos on owned media, GIFs can be played automatically without the need to click, so you can expect improved convenience such as stress-free viewing of content.

## 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

\*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

### (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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