November 9, 2021

**All Hearts Company deploys Business Video Editing Cloud "Video BRAIN"
to create manuals for store staff to achieve consistent technical capabilities in
product manufacturing**

Tokyo – November 9, 2021 – OPEN8 Inc. has started to provide their business video editing cloud "Video BRAIN" to All Hearts Company, Inc. (Headquarters: Naka-ku, Nagoya City, Aichi Prefecture, President and CEO: Yomoda Yutaka, hereinafter referred to as "All Hearts Company").

All Hearts Company, which operates bakery and patisserie brands such as "Heart Bread Antique," "Neko Neko Shokupan," and "Pastel" under direct management and through franchises nationwide, has distributed a manufacturing process manual to its store staff to deliver delicious bread and sweets of the same quality to all customers.

Until now, manuals were distributed by paper, but it was difficult to convey technical processes such as the degree of fermentation and baking of bread with only text and pictures. Since not many members of the team were familiar with professional video editing software, Video BRAIN was introduced, which can be operated like PowerPoint and anyone can easily create video manuals.

▼Example of a manufacturing process manual for store staff

[Click here for watching the video.](url) (Public URL issued by Video BRAIN)

▼Comment from Mr. Kento Sasaki, General Manager, Business Support Department

Since Video BRAIN can be used without any specialized knowledge of video editing, all members of the department can be involved in creating videos and the number of videos created can be expected to increase significantly which was a decisive factor in the decision to implement the system. We are now expanding our video manual with the goal of producing three videos per member, per month.

In addition, our dedicated customer success team has provided us with hints on how to compose and direct our videos, as well as suggestions on how to use Video BRAIN in other departments. The use of Video BRAIN has expanded to include the design department, which creates product introduction content to be posted on SNS, and the human resources department, which handles recruitment publicity for new graduates. We have been able to create high-quality videos while keeping production man-hours low, and we have also been able to reduce costs by producing video creations for digital signage in-house, which used to be outsourced to a partner organization.

I believe that Video BRAIN will become an established business tool in various departments as we utilize video in various communications with customers, business partners, fresh grads recruiting, and internal members.

ABOUT Video BRAIN, our business video editing cloud:

"Video BRAIN", is our cloud service that makes it easy for anyone to create high-quality, narrative videos in minutes with the support of AI. The user interface is designed for inexperienced users, making it easier to edit videos as if using PowerPoint. Many Businesses have adopted it regardless of the industry.

Also, we have a video distribution platform and analysis functions included in the service, we can provide the one-stop service from planning to production and analysis of video contents.
Video BRAIN supports your transformation for corporate communication through video creation on the full scale.

For furthermore 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", our business video editing could service.
Once you upload media such as photos and text, the AI engine analyzes the data and creates a video with a storyline. Many companies, including major corporations, have adopted our service for a wide range of purposes, regardless of business or the type of work, including PR, manuals, and recruiting content.
Also, there are a video distribution platform and analysis functions included in the service, so that we can provide the one-stop service from planning to production and analysis of video contents.

- No.1 Automatic Video Generation Sales Share, 2 years in a row (*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. "Current Status and Outlook of the Market for Automatic Video Generation and Delivery Software for Corporations, FY2020 Edition" Automatic video generation software sales share (FY2020) 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 following corporate needs.
Also, building our unique model based on the private data from the businesses and developing it to original solutions in combination with "OPEN8 CORE TECHNOLOGY".

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