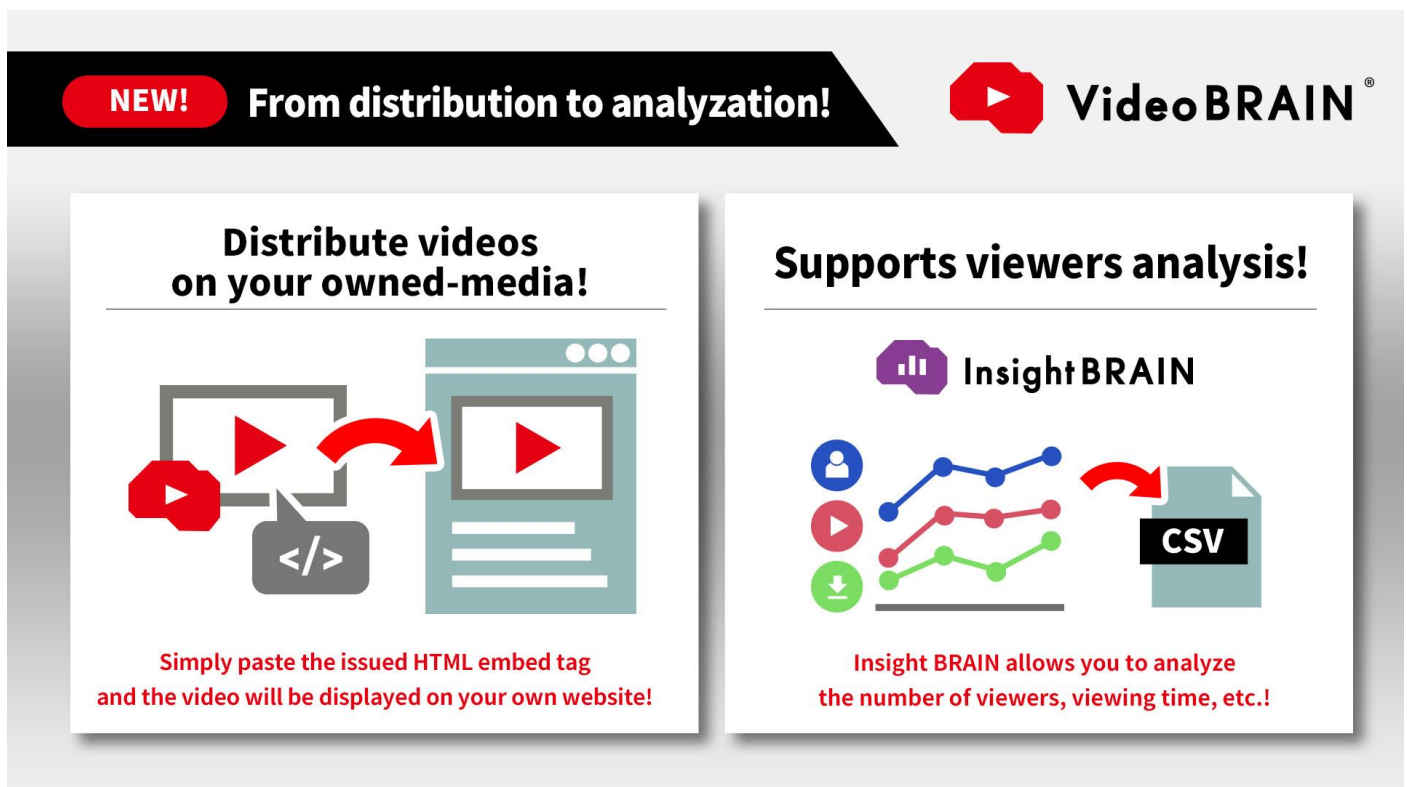


November 15, 2021

Video BRAIN providing a one-stop solution – Create, Reach and Analyse in one platform

~Introducing video distribution platform that includes viewer analytics

Tokyo – November 15, 2021 – OPEN8 Inc. released new functions which allow you to display your videos on your website and analyze the number of views and average viewing time using Video BRAIN and Insight BRAIN.



The graphic features a black banner at the top with the text "NEW! From distribution to analyzation!" in white. To the right of the banner is the Video BRAIN logo, which consists of a red play button icon and the text "Video BRAIN®". Below the banner are two white panels. The left panel is titled "Distribute videos on your owned-media!" and shows a red play button icon, a code editor icon with "</>" symbols, and a browser window icon with a play button, connected by red arrows. Below this panel is the text: "Simply paste the issued HTML embed tag and the video will be displayed on your own website!". The right panel is titled "Supports viewers analysis!" and shows the Insight BRAIN logo (a purple brain icon with a bar chart), a line graph with three colored lines (blue, red, green) and data points, and a document icon labeled "CSV". Below this panel is the text: "Insight BRAIN allows you to analyze the number of viewers, viewing time, etc.!"

By simply pasting the HTML embed tag issued by Video BRAIN into your site, a video player will be installed on your site and visitors will be able to watch it by simply tapping the play button.

Unlike embedding YouTube videos, no ads are displayed and no irrelevant videos are recommended.

The video files are stored in the secure environment of Video BRAIN, so there is no need to prepare a storage or delivery server for storing video content. With Video BRAIN, you can easily transform your website into a video portal site.

With the release of this distribution function, Insight BRAIN will also support video viewings analysis in addition to SNS analysis. KPIs related to video viewing, such as the number of views and average viewing time, can now be visualized and analyzed in real-time. Analysis information can also be exported as a CSV file.

Examples of efficient usage of distribution and analysis functions

- **Post press release videos on your official website and distribute them to the press**

If you make a video of your press release and post it on your official website, viewers will be able to efficiently understand the important information that your company is sending out.

Also, if you send HTML embed tags via e-mail or message to the press, it will be easy for them to play the video on their media site by simply pasting it into the article CMS on the media side. You can expect more opportunities to feature your videos or articles. (This service is only available for media that support HTML code.)

In addition to the HTML embed tag, Video BRAIN can also issue a public URL (URL to view the video) so that the press can view the video by simply tapping the link. This eliminates the need to attach heavy video files or upload them to YouTube to obtain the sharing link.

- **Posting HR content for recruitment**

If you want to display video content on your recruitment website, such as company introduction videos or introductions of members in your company, you can easily display as many videos as you want by simply pasting the HTML embed tag issued by Video BRAIN on your recruitment website.

In addition, by pasting the URL for publication in e-mails to potential candidates, the video can be viewed with a single tap, reducing mismatches, and increasing the acceptance rate.

- **On-demand delivery of online events**

By importing videos of online events such as financial results briefings, shareholder briefings, and product announcements into Video BRAIN, you can easily create a digest version that combines the video of the speaker and other materials. By using HTML embed tags, you can easily post the digest video on your website and deliver the information to those who were not able to watch the live broadcast.

- **Measurement of viewing logs for internal business manuals**

It is much easier to understand how to use a newly introduced IT tool by creating a video manual than by creating a text-based manual. By using Insight BRAIN's viewer analysis function, it is possible to grasp the number of viewers and the extent to which internal members have watched the manual or video which can be used as an indicator of the level of understanding.

In addition, if you want to revise or update part of the manual, you can re-edit the video in Video BRAIN and the new content will be reflected automatically, so there is no need to replace the video once it has been uploaded.

Other than the above, by using the distribution function and viewer analysis function, the convenience of video in business scenes can be greatly expanded, such as posting videos of customer interviews and FAQs on your service websites.

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 cloud 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".

For all press inquiries

OPEN8 Inc., Public Relations: Chiaki Iwama, Yuki Kato pr_company@open8.com