April 6, 2022

Business Video Editing Cloud "Video BRAIN
First in Japan[*1] to release a function that allows users to import and re-edit PowerPoint presentations

Video BRAIN" (Video BRAIN), the No. 1 [*2] top share business video editing cloud service 2 years in a row[*2],
will offer a feature that allows users to import PowerPoint presentations and re-edit objects on Video BRAIN. (Scheduled for the end of April 2022)

*1 As a function that allows objects to be re-edited after importing a PowerPoint presentation in the video editing cloud service (own research)
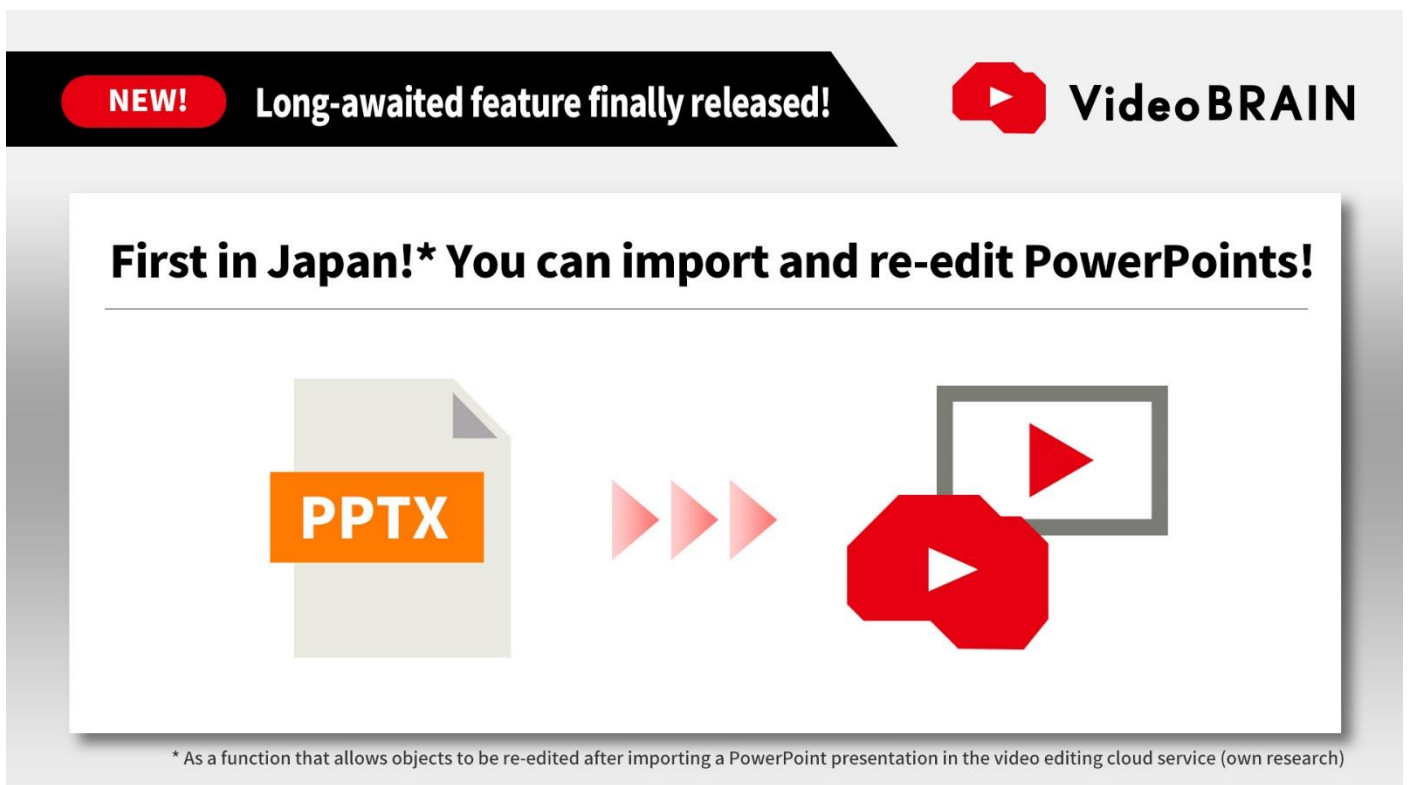*2 source: Deloitte Tohmatsu MIC Research Institute Co., Ltd. 「Video generation and distribution software Market Report 2020」Market share in Video generation software （2020）Japanese only https://mic-r.co.jp/mr/01930/

The various objects that make up a PowerPoint presentation, such as text boxes, charts, or inserted still images imported in the same layout, can be edited using Video BRAIN's features, and add animations and narrations.
The finished video can be downloaded in video file formats such as MP4 and MOV, as well as in PowerPoint format, allowing presentations in file formats that you are accustomed to handling.

By supporting the import of PowerPoint, one of the office software programs that businesspeople use on a daily basis, anyone can now easily re-edit their business documents in Video BRAIN and create them into a video content.
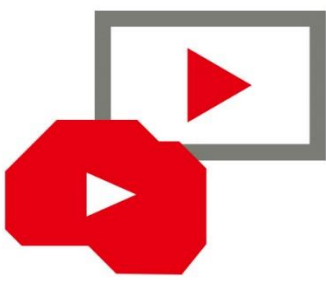
Business Video Editing Cloud "Video BRAIN" [Official]   https://video-b.com/

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How it can help:

Increase impact in presentations with video for sales negotiation
Business meeting documents can be easily converted into video using the PowerPoint approach function. By adding dynamic animations and narrations that are only possible with video, you can create high-impact documents for online meetings, or by sending a URL for viewing, there is no need to attach the file to an e-mail. The video can be easily circulated within the client, and the content of the proposal can be directly communicated to the other party's decision makers.

Easy creation of archived materials for seminars and trainings
Seminars and in-house training programs are increasingly conducted online in the wake of the Corona Disaster. Archived videos can be easily created by importing explanatory materials created in PowerPoint into Video BRAIN, editing the objects, and combining them with the video of the lecturer's talk.

Operation manuals are also easy to understand with video.
By importing manuals created in PowerPoint into Video BRAIN, you can add animations to emphasize the desired sections and narration to explain procedures, making the manual easy for anyone to understand. The completed manual videos can then be viewed by employees at any time by simply pasting HTML tags into the company website, and the number of video views and completion rates can be analyzed using Insight BRAIN, Video BRAIN's built-in delivery, and analysis tool.

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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