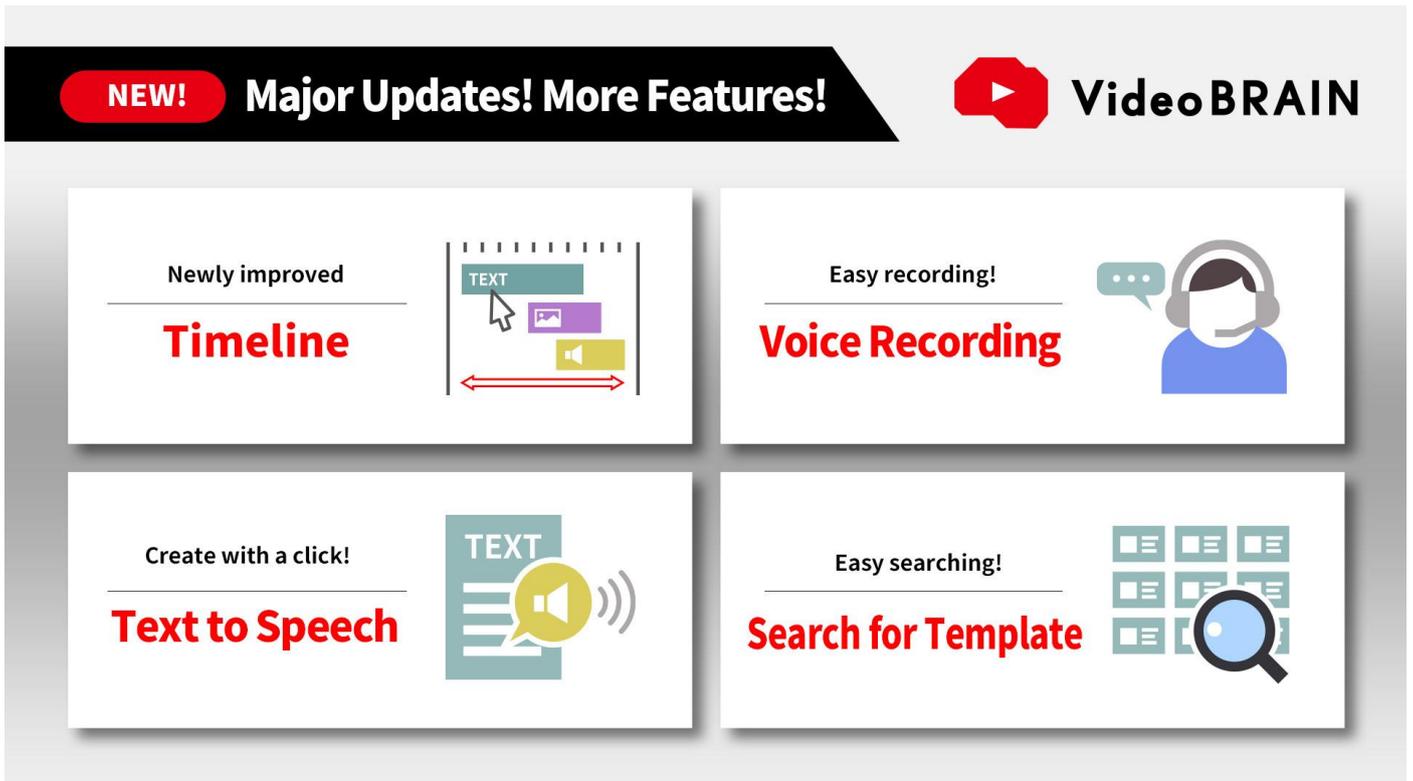


June 14, 2021

Video BRAIN – New Product Update Including Timeline Editing improvement & Text to Speech

Tokyo - June 14, 2021 – OPEN8 Inc. announced new features to their video editing cloud Video BRAIN, the #1 top share product 2 years in a row (*1). This number of major updates includes an expanded timeline function that allows you to specify the timing of the appearance of each element that makes up the video and voice recording.

(*1) 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 banner features a black header with a red 'NEW!' badge and the text 'Major Updates! More Features!'. To the right is the Video BRAIN logo. Below the header are four white boxes, each with a feature description and an icon: 1. 'Newly improved Timeline' with an icon of a video timeline showing text, image, and audio blocks. 2. 'Easy recording! Voice Recording' with an icon of a person wearing a headset. 3. 'Create with a click! Text to Speech' with an icon of a text block and a speaker. 4. 'Easy searching! Search for Template' with an icon of a grid of templates and a magnifying glass.

- **Timeline Function is now available for objects.**

Timeline Function has been expanded to allow you to adjust the timing of the appearance and disappearance of text blocks in 0.1-second increments. It is now possible to set the timing for still and video images, objects such as stamps, background music, and voice functions. You can now create more creative effects, such as making sound effects or icons appear according to the timing of the narration.

- **Voice Recording function for narration while editing videos.**

While editing videos with Video BRAIN, narration can now be recorded and reflected in the video. When used in conjunction with the Screen Recording function, it is easy to create manual videos with narration and product or service videos with explanatory audio.

- **Text to Speech function that allows you to automatically generate voice narration by simply entering text.**

When you enter text, the text-to-speech voice is automatically generated with a single click. You can choose from 10 different voice types, including newscasters and voice actors, and easily adjust the reading speed and voice range. For in-house training materials and PR contents, voice narration can be generated according to the purpose and atmosphere, including intonation, and speaking speed, and reflect it in the video.

- **Search for Templates function to quickly find the template you want.**

Video BRAIN has over 1,000 templates that match various business scenes and is constantly being updated and added. In addition to basic video information such as video size, the number of seconds, and purpose of use, you can search by combining multiple keyword tags such as image, tempo, and color to quickly find a template that matches your purpose.

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 Automatic Video Generation Sales Share (*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. 「Video generation and distribution software Market Report 2020」Market share in Video generation software (2020) 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 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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