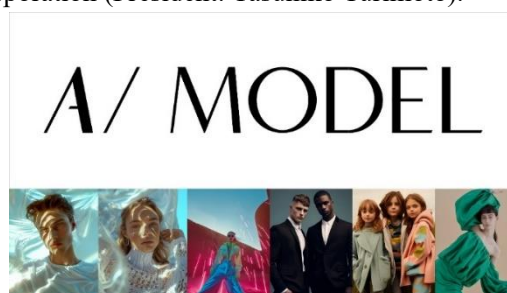


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## Canon Marketing Japan Invests in AI model, Which Supports Creative Production with its proprietary generative AI and filming technology, through Canon Marketing Japan MIRAI Fund

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Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, hereafter “Canon MJ”) announces that it has invested in AI model Inc. (Headquarters: Minato-ku, Tokyo; CEO & Representative Director: Daiki Taniguchi, hereafter “AI model”), which supports creating TV commercials and advertisements through its proprietary generative AI and filming technology, through Canon Marketing Japan MIRAI Fund, a corporate venture capital fund (“CVC fund”) jointly operated with Global Brain Corporation (President: Yasuhiko Yurimoto).



### ■ Background

The Canon MJ Group established the R&B (Research and Business Development) Promotion Center in January 2024. It is a specialized organization taking a future-oriented approach as it strives to create new businesses to solve social issues. The Group is working to push ahead with open innovation and new value creation on a worldwide scale together with like-minded startups, educational institutions, and governments. In addition, Canon MJ has established “Canon Marketing Japan MIRAI Fund”. It is a CVC fund of around 10 billion yen aimed at accelerating open innovation with startups that possess cutting-edge technologies and business ideas.

AI model, a startup, that uses its proprietary generative AI and filming technology to generate AI models and AI talents, featuring them in TV commercials, advertisements, e-commerce sites, catalogs, and other creative works that the company produces and operates. By combining AI models and AI talents with actual product photos, it is developing services that help reduce the lead time and cost of shooting while still achieving originality and high-quality expression, thus improving the efficiency of e-commerce websites and such. In recent years, it has expanded its business range to include the production of TV commercials starring AI talents and launching AI influencers.

### ■ Purpose of the investment

This investment aims to fulfill work-in-life (improving labor productivity and realizing rich working environments through AI use), regional regeneration (revitalizing regional industry through AI use) and business revitalization (transforming industrial structure by introducing AI into existing value chains). Canon MJ joined this investment with the expectation that it will solve issues related to improving productivity and cutting costs in AI model's production and running of creative contents as well as generate unprecedented value through new creative expressions using AI. Through this investment, Canon MJ aims to contribute to social development by creating new services from combining AI model's AI-based production technology with the Canon MJ Group's imaging technology and know-how. Future business developments will be published on R&B's website.

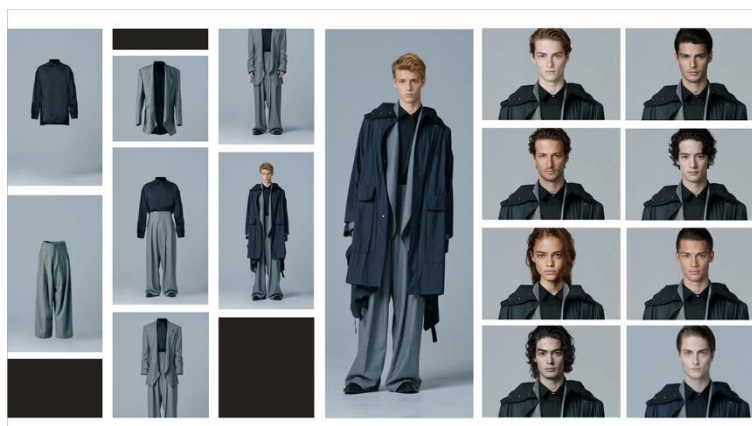
### Website

R&B [canon.jp/rb-en](https://www.canon.jp/rb-en)  
Canon Marketing Japan MIRAI Fund [canon.jp/mirai-fund-en](https://www.canon.jp/mirai-fund-en)

### Inquiries

For inquiries from the general public <https://forum1.canon.jp/public/application/add/9858> (Inquiry form)

■ Images created by AI model



■ Overview of AI model

Company name	AI model Inc.
Established	August 2020
Location	Minato-ku, Tokyo, Japan
Representative	CEO & Representative Director Daiki Taniguchi,
Description of business	Solutions using AI-generated models and talents
URL	<a href="https://ai-model.jp">https://ai-model.jp</a>

■ Overview of the fund

Registered name	Canon Marketing Japan MIRAI Fund L. P.
Date of incorporation	January 29, 2024
General Partner	Global Brain Corporation
Limited Partner	Canon Marketing Japan Inc.
Fund size	10.0 billion yen (planned)
Fund term	10 years (planned)
Investment targets	Domestic and overseas startups offering businesses and services for realizing well-being and business transformation at all stages of business development
URL	<a href="https://canon.jp/corporate/en/rb/mirai-fund">https://canon.jp/corporate/en/rb/mirai-fund</a>

■ Domains for investment

