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## Canon Marketing Japan Invests in Idein, a Company Enabling the Flexible Use of Edge AI to Accelerate Society's Development

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Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, "Canon MJ") has invested in Idein Inc. (head office: Chiyoda-ku, Tokyo; Founder & CEO: Koichi Nakamura; "Idein") through Canon Marketing Japan MIRAI Fund, a corporate venture capital (CVC) fund. Idein offers an edge AI/IoT platform in pursuit of a world where all tangibles and intangibles can be flexibly updated. Through this investment, Canon MJ aims to accelerate and broaden the adoption of edge AI in society as a partner that flexibly supports evolving business needs.



Idein, a startup, offers Actcast, an edge AI/IoT platform, to create a world where all systems and processes on site can be flexibly updated by software in pursuit of the rapid development of society. Edge AI, which processes data directly on local devices and sends only the minimum necessary information to the cloud, is gaining strong traction for its ability to address key challenges associated with cloud-based AI—particularly around privacy protection, communication and server costs. Moreover, Actcast has a platform function to remotely centralize the management and operation of numerous devices installed on site, such as AI cameras and AI microphones. It supports the rapid, low-cost introduction of many different DX solutions using edge AI technologies. Actcast is already compatible with diverse site data such as those relating to urban infrastructure, transportation, retail, food service, advertising and manufacturing. It has an extensive track record of introduction and co-creation over a broad range of industries.

The Canon MJ Group explores the cutting-edge technologies and business ideas and pushes ahead with open innovation and new value creation, aiming to solve social issues by taking a future-oriented approach.

Canon Marketing Japan MIRAI Fund considers "business revitalization (destruction of existing industrial structure and creation of new competitiveness through co-creation)" as one of its investment areas. Now, recognizing the company's cutting-edge technology for accelerating compiler processing, its broad applicability, its proven track record as an edge AI/IoT platformer, as well as the clear vision and strong execution ability of its management team, Canon MJ is participating in Idein's latest funding round.

Through its investment in Idein, the Canon MJ Group seeks to strengthen its foundation for next-generation solutions that leverage and expand edge AI technologies, and to accelerate and broaden the real-world adoption of AI in society.

■ Overview of Idein:

Company name	Idein Inc.
Established	April 2015
Location	Chiyoda-ku, Tokyo
Representative	Koichi Nakamura
Description of business	1. Actcast business (development and operation of the edge AI/IoT platform) 2. Joint research and development business (e.g., collaboration in the development of next-generation vehicles)
URL	<a href="https://www.idein.jp/en/">https://www.idein.jp/en/</a>