



April 16, 2026

Canon Marketing Japan Inc.

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## Canon Marketing Japan Creates “MirAI”, an AI-generated Model Developed in Collaboration with AI model Inc. — Promotional Video Released Featuring “MirAI” to Showcase Canon Marketing Japan's Commitment to Creating New Businesses—

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Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, "Canon MJ") has created “MirAI”, Canon MJ's first AI-generated character (the "AI-generated Model"), in collaboration with AI model Inc. (CEO & Representative Director: Daiki Taniguchi, "AI model"), a portfolio company of the Canon Marketing Japan MIRAI Fund, Canon MJ's corporate venture capital (CVC) fund. Additionally, Canon MJ released a promotional video on April 16, 2026 highlighting Research & Business Development (R&B) initiatives to create new businesses. Canon MJ will use the creation of MirAI as an opportunity to propose new forms of creative expression in which AI coexists with the culture of photography, video and imaging.

### ■ A video introducing R&B initiatives using MirAI



<https://www.youtube.com/watch?v=yglF0G7zcnY>

The Canon MJ Group is implementing initiatives to create new businesses through its specialized R&B organization. To solve future social issues, this organization is engaged in research, the exploration of cutting-edge technologies and business ideas, integrated with the development of businesses. Canon MJ is taking on challenges to create value beyond its existing business framework by engaging in open innovation with diverse partners, including start-ups, educational institutions, and governments.

On April 16, 2026, Canon MJ released a promotional video using MirAI, an AI-generated model who works exclusively for the R&B team. Through MirAI, the video communicates R&B's vision and its commitment to taking on new challenges with the goal to expand co-creation with new like-minded partners and create new businesses which will lead to solutions to social issues. Further, Canon MJ will use MirAI as the navigator who communicates the R&B team's activities, thus strengthen communication through its website and other media channels.

AI model, which created MirAI with Canon MJ, is a start-up that provides end-to-end support - from the creation of enterprise-specific AI models and AI talents to the production and operation of creative content tailored to specific purposes, including TV commercials, advertisements, e-commerce content, catalogs, and in-store signage. The Canon MJ Group has been working together with AI model in the operation of the production studio and collaboration toward the creation of new services. It is helping to resolve social issues and achieve sustainable development by implementing initiatives to develop new forms of expression and value creation enabled by generative AI.

In this initiative, Canon MJ will also pursue the possibility of new forms of expression that are made possible by generative AI, while respecting the photography, video and imaging culture that Canon MJ Group has long contributed to developing, Canon MJ will create new forms of creative expression that leverage the respective of generative AI, photography, and video.

The Canon MJ Group will continue to accelerate open innovation through its collaborations with the entities it invests in to contribute to resolution of social issues and the sustainable development of society.

#### ■ About MirAI



## MirAI

**MirAI is an AI-generated character created using the services of AI model Inc., with which the R&B team collaborates.**

**MirAI will serve as R&B's navigator, communicating its vision, activities, and related information to audiences.**