

NEWS RELEASE

Canon Marketing Japan Inc.

Canon Marketing Japan Invests in Turing, a Developer of Fully Self-driving Automobiles Using Generative AI, through Canon Marketing Japan MIRAI Fund

Canon Marketing Japan Inc. (President: Masachika Adachi, "Canon MJ") has invested in Turing Inc. (headquarters: Shinagawa-ku, Tokyo; CEO: Issei Yamamoto; "Turing") through Canon Marketing Japan MIRAI Fund, a corporate venture capital fund ("CVC fund") jointly operated with Global Brain Corporation (President: Yasuhiko Yurimoto). Turing develops fully self-driving automobiles using generative AI.



■ 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.

Turing is a startup developing self-driving cars using end-to-end (E2E) learning¹ based on data obtained from cameras. The AI is responsible for everything needed in driving, such as the identification of objects, the anticipation of events, decision making, and operations. Leveraging Heron, its multimodal generative AI,² Turing is building a system that makes ethically correct driving and responses possible to realize level 5³ or full autonomous driving.

■ Purpose of the investment

Canon Marketing Japan MIRAI Fund has two investment areas, Well-being and Business transformation, and searches for technologies and ideas based on which new businesses will be created.

This investment was motivated by the expectation that Turing's sophisticated technological capabilities and organizational strengths would help usher in a new mobility experience, that generative AI and semiconductors which are the core technologies assisting this realization would be developed, and that subsequently the business would grow.

With this investment, the Canon MJ Group aims to expand its IT solutions and Business Process Outsourcing (BPO) businesses and create new businesses centered on AI, connecting ideas for new businesses explored by R&B with Turing's elemental technologies. Future business developments will be published on R&B's website.

1. The integration of object identification, decision making and operations into a single system for efficient processing that imitates the human brain.
2. Generative AI capable of high-quality decision making by combining different types of information such as language and visual information.
3. An autonomous driving level in which all driver actions are done by the vehicle instead of by a human driver. The main driving operations are done by the autonomous driving system.

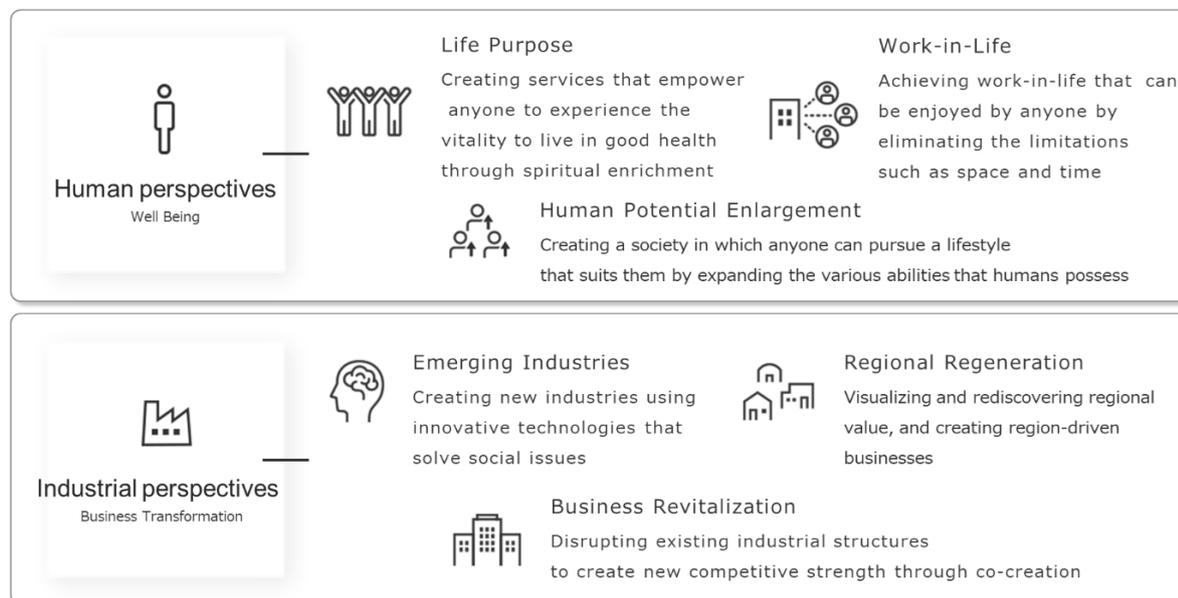
Overview of Turing

Company name	Turing Inc.
Established	August 2021
Location	Shinagawa-ku, Tokyo, Japan
Representative	Issei Yamamoto
Description of business	Development of fully self-driving automobiles
URL	https://tur.ing/en/

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	https://canon.jp/corporate/en/rb/mirai-fund

Domains for investment



Website

R&B

<https://canon.jp/corporate/en/rb>

Canon Marketing Japan MIRAI Fund

<https://canon.jp/corporate/en/rb/mirai-fund>

Inquiries

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