



Canon Marketing Japan Invests in Olive--Visualizes and Utilizes People's Emotions for Creating a society that is deeply connected

Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, "Canon MJ"), through Canon Marketing Japan MIRAI Fund, a corporate venture capital (CVC) fund, has invested in Olive Corp. (headquarters: Nagoya, Aichi, Representative CEO: Seiji Takeuchi, "Olive"), which is working to visualize and utilize emotions based on biometric data outside of conscious human control, such as heart rate and body motions.



Olive is a start-up that uses biometric data to visualize and analyze human emotions. The company's emotional measurement platform LaCause visualizes emotions through contract-free acquisition of biometric data, such as heart rate, pulse, and facial contour movements, through the cameras of smartphones, computers, and other devices. Since this platform does not analyze facial expressions based on eye, mouth, and other movements, it is possible to estimate emotions without interference from facial expressions formed deliberately. This feature also enables visualizing people's emotions in situations where it is difficult to use facial expressions and voices. Moreover, since there are no video or audio recordings, emotions can be estimated without violating the user's privacy.

Visualizing emotions has anticipated uses in a number of fields such as health and productivity management, education, tourism, retail, healthcare, and entertainment. Olive uses this technology to help create a society where people can empathize more deeply with each other and sense each other's feelings without having to put them into words.

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. This investment aligns with one of the focus areas of the Canon Marketing Japan MIRAI Fund: Life Purposes (developing services to enable people to experience the vitality of living in good health through spiritual enrichment). Now, Canon MJ is participating in fundraising for Olive's advanced emotion visualization technology and the wide-ranging fields in which it can be used, taking note of the clear vision and high execution ability of the management team.

In the future, through the partnership with Olive, Canon MJ aims to improve the quality of everyday living by reducing stress, maintaining and improving mental and physical health, and helping to create a society where people can live safely and securely by providing an environment where everyone can communicate with the help of emotion analysis technology.

■ Overview of Olive:

Company name	Olive Corp.
Established	August 2022
Location	Nagoya-shi, Aichi Prefecture, Japan
Representative	Seiji Takeuchi
Description of business	Visualization and utilization of people's emotions through heart rate, body motions, and other biometric data
URL	https://www.01ive.co.jp/