



Canon Marketing Japan Makes Additional Investment in AI model, a Company Empowering Creative Production Through Proprietary Generative AI and Filming Technologies

Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, “Canon MJ”) has made its second investment in AI model Inc. (Headquarters: Minato-ku, Tokyo; CEO & Representative Director: Daiki Taniguchi; “AI model”) following its initial participation in the Series A round. AI model uses its proprietary generative artificial intelligence (AI) system and filming technologies to generate AI models and AI talents to support creative production. Since the initial investment, the two companies have expanded their collaboration, including the joint operation of a dedicated production studio. This new investment will further accelerate the creation of new services based on the combination of AI model’s visual expression technologies and the Canon MJ Group’s imaging technologies and expertise.



AI model provides end-to-end support - from the creation of enterprise-specific AI models and AI talents to the production and operation of purpose-driven creative content such as TV commercials, advertisements, e-commerce content, catalogs, and in-store signage. In recent years, AI model has been strengthening its cloud infrastructure “A/CLOUD” which enables integrated management of generative-AI driven creative operations across multiple departments such as marketing and sales. By streamlining workflows from planning to production and performance analysis, the platform supports the continuous generation of measurable business outcomes.

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, a corporate venture capital (CVC) fund, has identified two investment target areas, Well-Being and Business Transformation. Through this investment, Canon MJ aims to contribute to Work-in-Life (the utilization of AI to increase productivity and create a fulfilling working environment), Regional Regeneration (the utilization of AI to energize regional industries) and Business Revitalization (the introduction of AI in existing value chains to transform the structure of industry).

AI model’s creative production and operational support powered by generative AI opens the way to new possibilities in visual expression and helps resolve corporate management issues such as the need to improve productivity. In anticipation of further growth driven by expansion into diverse application areas, the Canon MJ Group has decided to make this additional investment.

The Canon MJ Group has been working together with AI model in the operation of the production studio and the creation of new services. This additional investment will further deepen their collaboration and accelerate the development of new forms of expression and value creation enabled by generative AI. Through these initiatives, the Canon MJ Group will help resolve social issues and achieve sustainable development.

■ 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 talent
URL	https://ai-model.jp

Website

R&B

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

Canon Marketing Japan MIRAI Fund

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

Inquiries

Inquiry form

<https://forum1.canon.jp/public/application/add/9858>