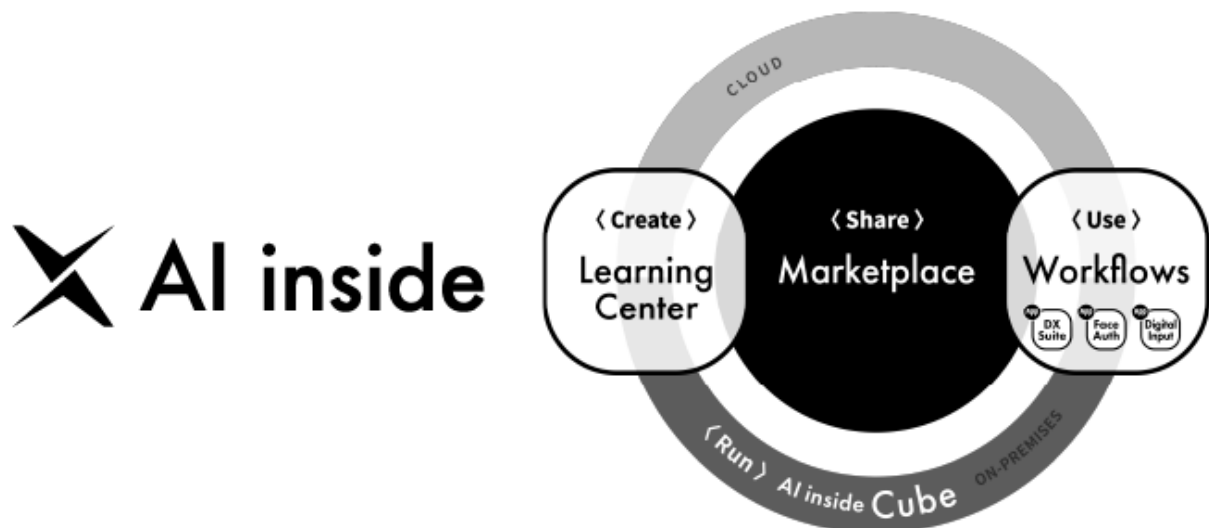


## AI inside Reorganizes Company Structure and Redesigns Visual Identity to Expand AI Platform

**Tokyo, April 21, 2021** -- AI inside Inc. announced that we have reorganized the company structure and redesigned its visual identity to expand our AI platform.



Updates on our services including the Learning Center we newly announced today indicate that we are moving forward to the realization of the marketplace and platform where everyone can share AI and get benefit from it. As our major milestone, AI inside reaches the next phase by reorganization and redesigning visual identity.

### Our Mission and Vision and the Platform Strategy

At AI inside, our mission is to bring AI to every being in the world and contribute to a richer future society. Based on this mission, our vision is to achieve the world of "AI inside X", where AI is integrated into everything, including people and things.

To accomplish our vision and mission, AI inside is expanding its business by delivering services that enable everyone to build and use AI under our platform strategy.

The platform strategy has four aspects for AI: to use, create, run, and share. First, as for using AI, we provide AI applications such as DX Suite for AI-OCR, FaceAuth for face recognition, and Digital Input α for combining online digital data and data extracted from printed documents. With Workflows that enable users to exercise these applications, we aim to create an environment where anyone can easily use AI. For building AI, with the Learning Center released today where anyone can build AI easily, we provide a system that allows anyone to create AI without code. For running AI, we provide AI inside Cube, etc as infrastructure. Lastly, for sharing AI, we will expand the marketplace where users can sell the AI they built in the Learning Center, and purchase AI applications built by other users.

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## Our New Organizational Structure

We have shifted from a structure in which the R&D and sales divisions are supervised in separate roles, to a unit-based organization that is divided into different areas, resulting in an organization where decisions are made with flexibility and agile. Under the supervision of the newly appointed Chief Operating Officer (COO), we strengthen the cooperation between the sales and R&D divisions to develop consistent services and provide high-value solutions that meet the needs of our customers. Moreover, a new Chief Experience Officer (CXO) has been appointed to improve the customer journey and optimize the experience with AI. Under the new and strengthened structure, AI inside continues to evolve to increase our corporate value and further expand our business.

## Redesign of Visual Identity

For the redesign of the visual identity, we kept the concept of the mission and vision to remain unchanged, but for AI inside to become more essential for the world where AI is more familiar for everyone. Our new visual identity expresses AI inside's determination to evolve further towards a future where AI will spread to every corner of society

## Change of Logo



We modified the logotype and colors, using the "X" in our vision as we have in the past. And we chose a universal font that gives a sense of the future and is used for the logotype, and black is used as the color.

## Change of Corporate Color

	CMYK	C60	M60	Y60	K100		CMYK	C0	M0	Y0	K0
	R G B	R0	G0	B0			R G B	R255	G255	B255	
	H E X	#000000					H E X	#FFFFFF			

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For our corporate color, we have chosen white. White can be mixed and matched with a variety of colors. While the black in our logo expresses the strength, we chose white with the idea that AI inside becomes a canvas that each AI user can color of their own.

Black of the logo and white of the corporate color are fundamental colors being the lightest and darkest, but they are also a combination that shows a strong presence.

## About AI inside Inc.

With our mission, "to bring AI to every being in the world and contribute to a richer future society", AI inside aims to realize a society in which AI has spread to every corner of people's life. We provide a platform for anyone to utilize AI easily through our services: Workflows for using AI and applications including our DX Suite, Learning Center for everyone to build high precision AI without code, and AI inside Cube for running various AI.

Company Name: AI inside Inc. (<https://inside.ai/en/>)

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Representative: Representative Director, President and CEO Taku Toguchi

Founded: August 2015

Business details: Development and provision of artificial intelligence and related information services

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