

## AI inside Selected for JETRO “Asia Digital Transformation (ADX) Project”

Aiming to promote business automation and digital transformation in Thailand

**Tokyo, August 26, 2022**– AI inside Inc., a provider of an AI platform with the mission of “to bring AI to every being in the world and contribute to a richer future society,” is pleased to announce that its “Development and introduction of AI-OCR contributing to business automation in Thailand” has been selected for the “Third Asia Digital Transformation (ADX) project” by the Ministry of Economy (METI) and Japan External Trade Organization (JETRO). AI inside provides AI services and infrastructure, including “DX Suite” for digitizing information from paper documents (analog data). The project aims to contribute toward the automation of operations and furthering digital transformation (DX) in Thailand and other ASEAN countries.



### Background of Thailand Market

Thailand is a country that has achieved dramatic economic growth through cheap labor. However, growth has slowed since the late 2010s as the labor force has shrunk due to rising wages and an aging population with a low birth rate. (\*1) Thailand is facing this challenge as its inability to upgrade its industrial structure and technological innovation has prevented it from becoming more competitive, and if its economic growth stagnates, Thailand may fall into the "middle-income country trap." (\*2)(\*3) Due also to the rapidly aging society, labor shortages are expected to become severe, making it urgent to introduce automation systems and take measures to deal with the aging society.

Therefore in 2015, the Thai government responded by setting out a long-term vision, “Thailand 4.0,” to raise GDP per capita to 13,000 US dollars by 2036 and join the ranks of high-income nations. With "Digital Nation" through the promotion of digital industries as an economic goal, there is an accelerating trend toward sustainable growth through the sophistication and high value-added of industries with innovation, productivity, and trade-in services as the keywords.

Under these circumstances, AI inside was chosen to receive support for one of the third rounds of Asia Digital Transformation (ADX) Projects, through which Japan and ASEAN are working as one toward the

practical implementation of digital innovation in society and to help solve socio-economic problems in ASEAN countries.

AI inside will tie up with a local partner in Thailand to help with the practical implementation of data input automation using “DX Suite,” and to further expand services to support the automation of operations and promotion of digital transformation in Thailand’s business scenarios. Starting with this project, we also aim to build an infrastructure that provides AI platforms such as “DX Suite” via cloud and edge in Thailand and ASEAN countries. In the global AI market, which is expected to grow rapidly, forecasted to reach 309.6 billion US dollars by 2026 (\*4), AI inside will contribute to energizing ASEAN economies by supporting their use of AI in business.

\*1, 3 World Bank, “Escaping the Middle-Income Trap: Long-Term Growth Scenarios for Thailand,” July 16, 2020, DECRG Kuala Lumpur Seminar Series

\*2 Many developing nations, after achieving a medium level of per-capita GDP (middle income) by developing their economies, saw their growth rate decline or fall into long-term stagnation because they were unable to change their development pattern or strategy. This is what is meant by the “middle-income trap.”

\*4 MarketsandMarkets, “Artificial Intelligence Market by Offering (Hardware, Software, Services), Technology (Machine Learning, Natural Language Processing), Deployment Mode, Organization Size, Business Function (Law, Security), Vertical, and Region – Global Forecast to 2026”

## Project Overview

- Project name
  - Development and introduction of AI-OCR contributing to business automation in Thailand
- Cooperation with local companies/ governments
  - Local partner: C.S.I. (THAILAND) COMPANY LIMITED (verification of AI-OCR introduction for end users)
- Details of demonstration
  - Develop and promote the commercialization of AI-OCR(product name: DX Suite) which converts all kinds of information into digital data.
  - Build infrastructure based on local laws and business customs, including security. First, we will automate business operations for structured format types
  - Next, a highly versatile AI model will be developed for semi-structured form types to achieve further business automation.
- Expected outcome of beneficiary effects
  - By automating labor-intensive data entry and other tasks, the project will encourage a shift to knowledge-intensive goods and services.
  - Business scalability can also be expected through linkage with ERP, accounting software, electronic medical records, and other business software, as well as expansion into other ASEAN countries.

## About the Asia Digital Transformation (ADX) projects

These projects are carried out based on funding by Japan’s Ministry of Economy, Trade and Industry (METI) to the AEM-METI (ASEAN-JAPAN) Economic & Industrial Cooperation Committee (AMEICC), as provided for in Japan’s Fiscal Year 2021 supplementary budget. JETRO, serving as the administrative office for project implementation, invites and selects projects and provides project support services.

By helping to cover the costs of pilot projects drawing on digital technology to solve socio-economic problems in Japan and ASEAN and having the projects carried out locally in collaboration between Japanese and local companies, Japan and ASEAN are working as one toward practical implementation of digital innovation in society, while also aiming to strengthen the framework for economic and industrial

cooperation between Japan and ASEAN.

Details: <https://www.jetro.go.jp/news/announcement/2022/0e80b8da931addc9.html> (Japanese only)

**About DX Suite (<https://dx-suite.com/global/lp/en/>)**

“DX Suite” is an application that digitizes all kinds of information with AI inside’s in-house developed “character recognition AI.” DX Suite’s function “Elastic Sorter” can sort large volumes of forms by the same format, and the AI-OCR function “Intelligent OCR” can read handwritten characters with high accuracy, even those challenging for conventional OCR to read, and automate data conversion work done manually. It supports structured and semi-structured forms and full page OCR, field extraction, searchable PDF, and offers a privacy control function that allows users to keep their information secure. In addition, users can choose whether to activate AI training on their data. It is also equipped with Japanese, Chinese (traditional and simplified), Thai, and Vietnamese foreign language models. “DX Suite” contributes to the improvement of productivity and digital transformation in Japan and globally for various companies and organizations.

**About AI inside Inc. (<https://inside.ai/en/>)**

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 spreads to every corner of people’s life. We provide a platform for anyone to utilize AI easily through our services: “Learning Center Vision,” an image recognition AI, “Learning Center Forecast,” a prediction and judgment AI, “AI Growth Program,” a practice-based AI human resource development program, “DX Suite” to digitize various information into highly accurate data, “AI inside Cube,” an edge computing service that realizes the operation of AI in a secure environment, and “Developer’s API,” a collection of intelligence APIs.

Company Name: AI inside Inc.

Location: 4th Floor, 3-8-12 Shibuya Shibuya-Ku, Tokyo, Japan

Representative: Representative Director, President & CEO (Concurrently) CPO Taku Toguchi

Founded: August 2015

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

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