

# Realization of Creative AI with GAN

The world's leading AI technology

**DATAGRID**

KYOTO

# Company Profile

Company Name	DATAGRID INC.
URL	<a href="https://datagrid.co.jp/">https://datagrid.co.jp/</a>
CEO	Yuki Okada
Date of establishment	July 5, 2017.
Capital	¥ 41,500,000
Number of employees	33
location	〒606-8501 International Science Innovation Center, Kyoto University 36-1 Yoshida-Honcho, Sakyo-ku, Kyoto-shi, Kyoto
Contact	Tel: +81-75-286-4470 / Email: info@datagrid.co.jp
Business Description	-Research and Development of Creative AI -Licensing of Creative AI -AI consulting/co-development
Technical Mentor	Professor Yutaka Matsuo, University of Tokyo

# What is DATAGRID?

An AI start-up that conducts research and development of creative AI, which is an unconventional "AI to create something".



A group of AI engineers specializing in machine learning.

One of the few AI companies that can implement AI-based data generation technology in society.

Actively interact with academia and keep up with the latest technology.

In its third year in business, the company has already achieved collaboration with many large companies.

## Development Example 1 Virtual Idol Generation AI

**Infinite generation of non-existent idol facial images is now being developed in the entertainment field.**



Three venture companies formed a joint venture and released an idol game.

## Development Example 2 Virtual model generation AI

**Automatic generation of non-existent full body model images. New business development in the fashion and advertising fields is underway.**



Ongoing research and development for the creation of virtual humans with a higher degree of freedom

# Other Development Examples

## Automatic character generation



## Automatic medical image generation



## Super-resolution

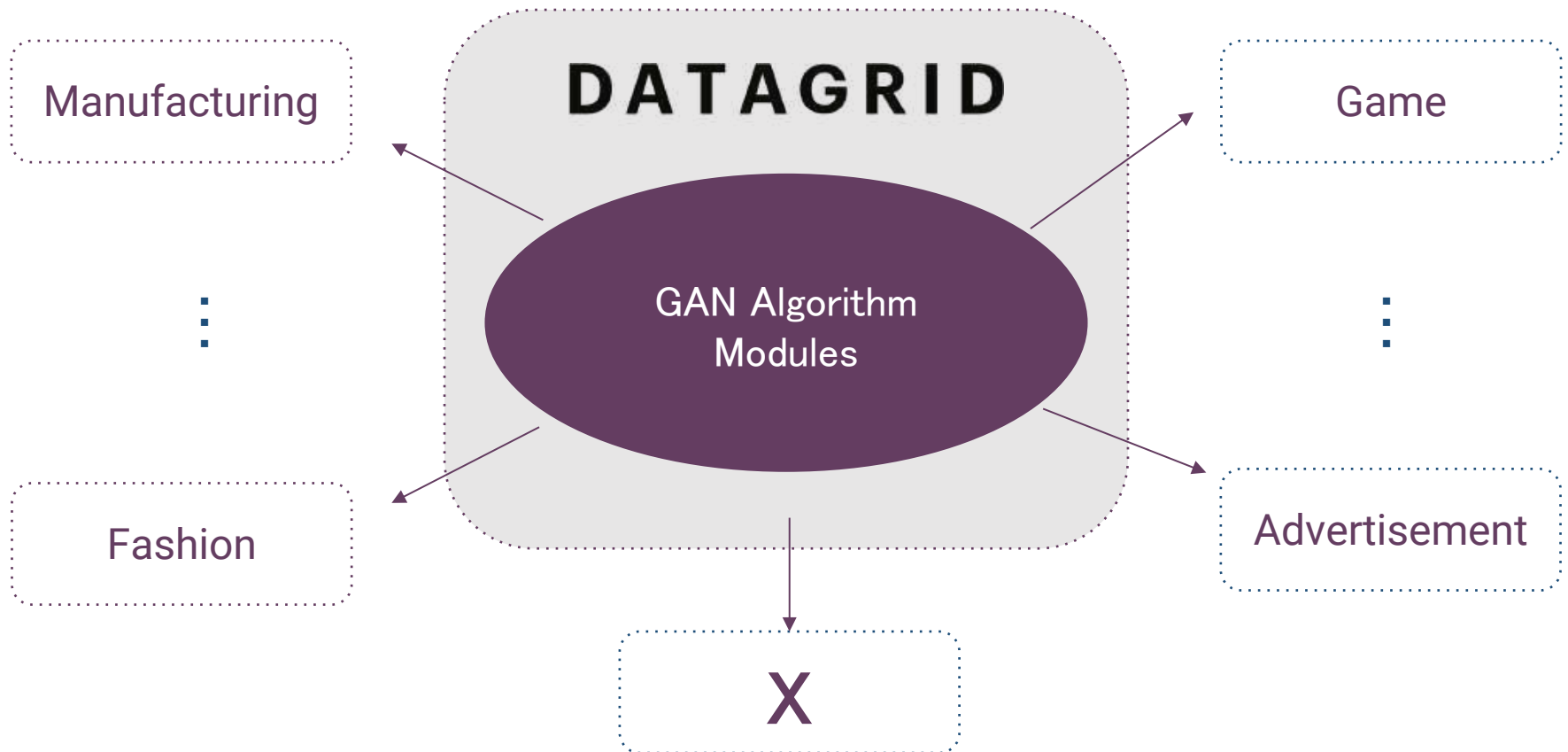


## Art style conversion



## Expansion area

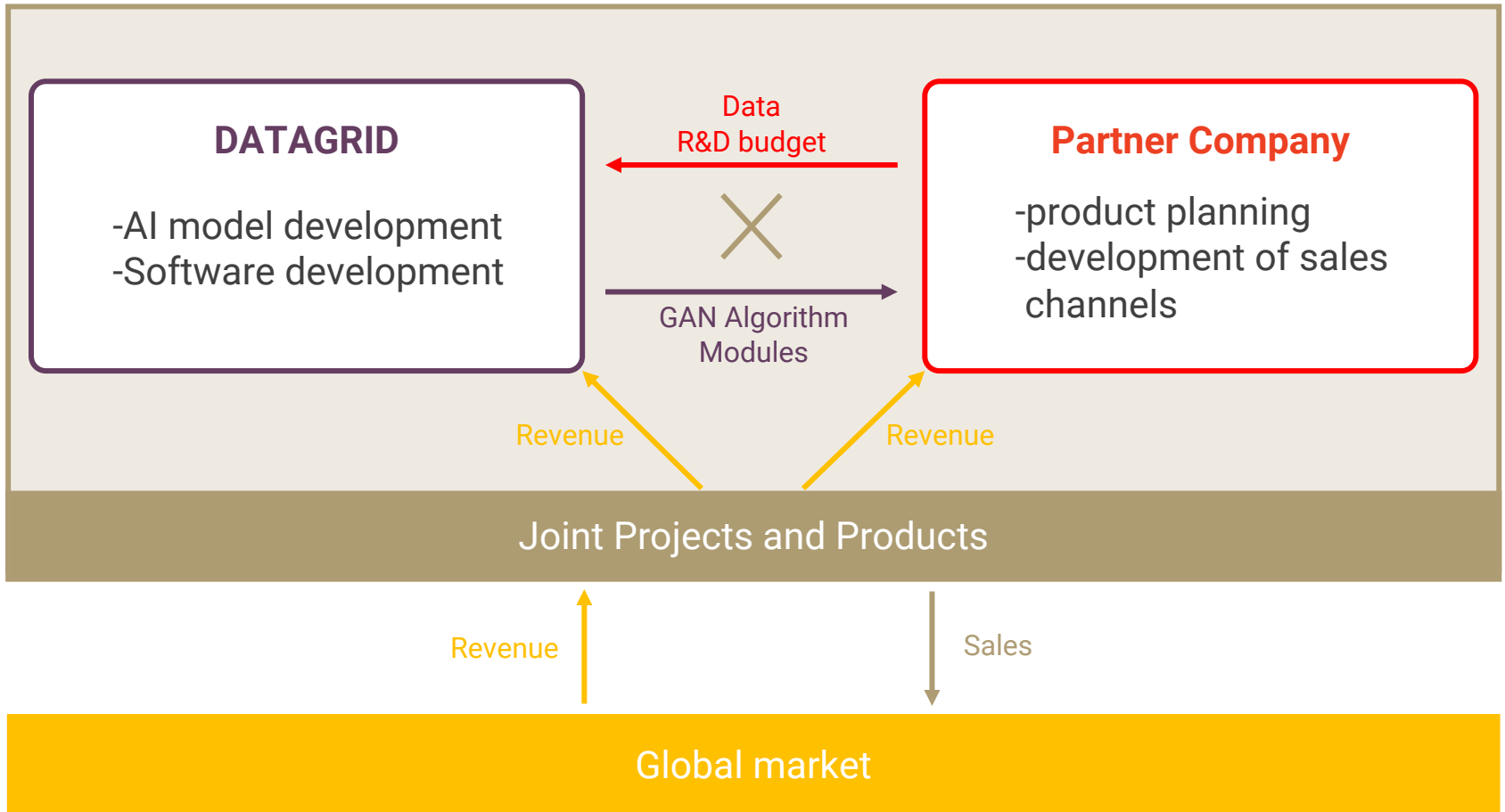
The GAN algorithm is a general-purpose technology that can be deployed for various industries and sectors.



# Business model

Using our GAN algorithm, we collaborate with our partners who are data holders to develop and commercialize products for various industries.

## Business scheme





## Joint research and business alliances

We are looking for partners who are interested in our technology and are working on business development through "**GAN × X**".

# **Our Service: Anyface**

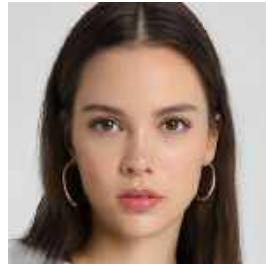
# Digital Model Image Generation Service - Anyface

We are developing a service that can replace the face of an image with a digital human.

Face Generation Technology

Face swap technology (under development)

Non-existent digital humans.



Body Image



Results of face swap



# Anyface, a model image creation service : Issues to be solved

We aim to solve the following Issues that arise in model shoots.

## Model contract costs

- Fees paid to the modeling agency.
- Fees paid to the casting company.
- The cost of re-signing a model or re-shooting with a new model every time your portrait rights expire.
- The cost of finding models in low supply, such as underwear, large sizes, kids, and older models.

## Representational constraints in the human model

If a human model is used, it is difficult to contract for a model that matches the brand image for each detailed item category, and there are many of the same models on the EC site, narrowing the range of expression in situations where different models should be used.

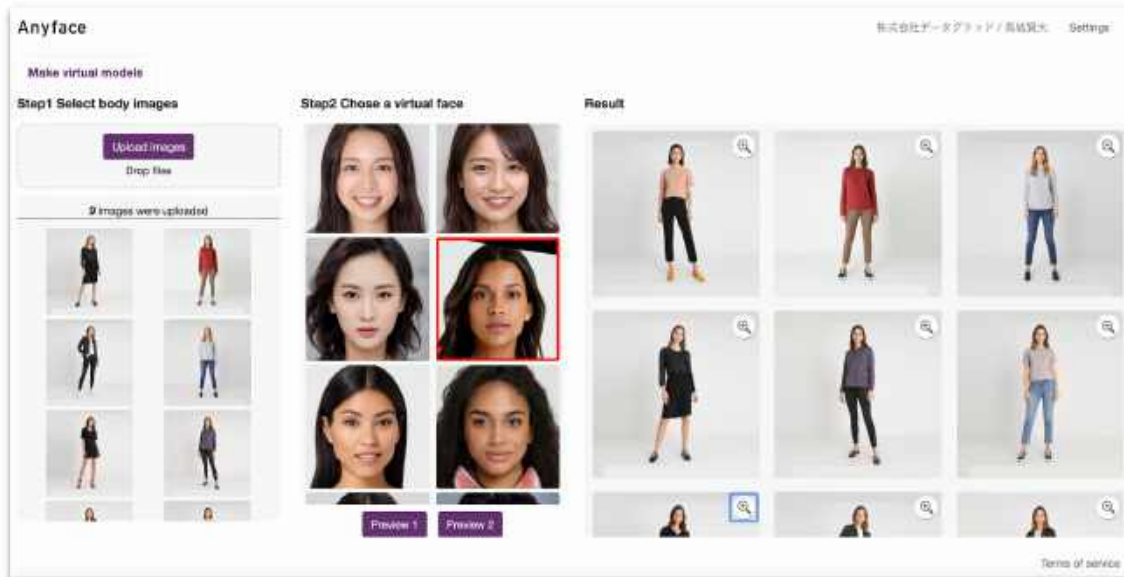
## Lead time to shooting

It is difficult to reconcile the schedule of contracted models with the arrival date of samples to match the brand's image, resulting in a lead time to sales. This will result in lost sales opportunities.

# Anyface, a model image creation service : Product

We are developing a service that can automatically convert a model's face into a non-existent digital model generated by AI. In the current application, you can't choose the clothes yet.

## App interface of "Anyface".



## What we can do now

The face of the arbitrary model image that the customer uploads on the Web or the virtual human image prepared by our company can be automatically converted to the virtual human who does not exist (processing time is about 10 seconds.)

## What we will be able to do in the future (currently under development)

You can change the clothes of the virtual human that you have created into any clothes that you have prepared. (Under joint development with NTT DOCOMO.)

## About image restrictions

Images with extremely sideways faces, backward facing or complicated poses will not be converted well.