



NEWS RELEASE

Daiko Advertising Inc.
General Affairs Division Public Relations Team
<https://www.daiko.co.jp>

2023/8/3

Daiko Advertising Inc. × FABRIC TOKYO

Development of automated dialogue program using generative AI

Daiko Advertising Inc. (headquartered in Minato-ku, Tokyo; Yasuo Izumi, Director of the Board President & CEO ; hereinafter "Daiko"), Is collaborating with custom wear brand FABRIC TOKYO Inc. (headquartered in Shibuya-Ku, Tokyo; Yuichiro Mori, President ; hereinafter "FABRIC TOKYO"), to start a development and research program on a new automated dialogue program, using "Brand Dialogue AI", an automated generative engine based on ChatGPT.

This program will allow an AI that has a character of FABRIC TOKYO's brand personality, to interact with customers in the same way as coordinators who take measurements and serve customers in stores. Based on personal data and dialogue history, including each customer's purchase history and tastes and preferences, an AI with a deep understanding of the customer will not only recommend products, but will also offer advice on fashion concerns, creating a new experience.

example) Fashion suggestion for a Cool-Biz season



*Personal data and style suggestion is an example.

The latest language-generative AI enables natural, human-like dialogue. Daiko's "Brand Dialogue AI" combines this with personal data and brand data to provide all customers with a customer experience that differs from conventional one-way information delivery from a company. It is like an experience as if a personal staff is assigned to each customer and is interacting directly with them.

This automates the direct communication between a company and its customers that used to be handled by store staff or call centers, and allows for more customer interaction. In addition, the accumulated dialogue with individual customers helps to understand their needs and increase their satisfaction, contributing to higher customer value.

Daiko will work to establish "Brand Dialogue AI" to become the hub of digital communication between FABRIC TOKYO and its customers, enabling one-to-one communication with all customers.

< Inquiries regarding above>

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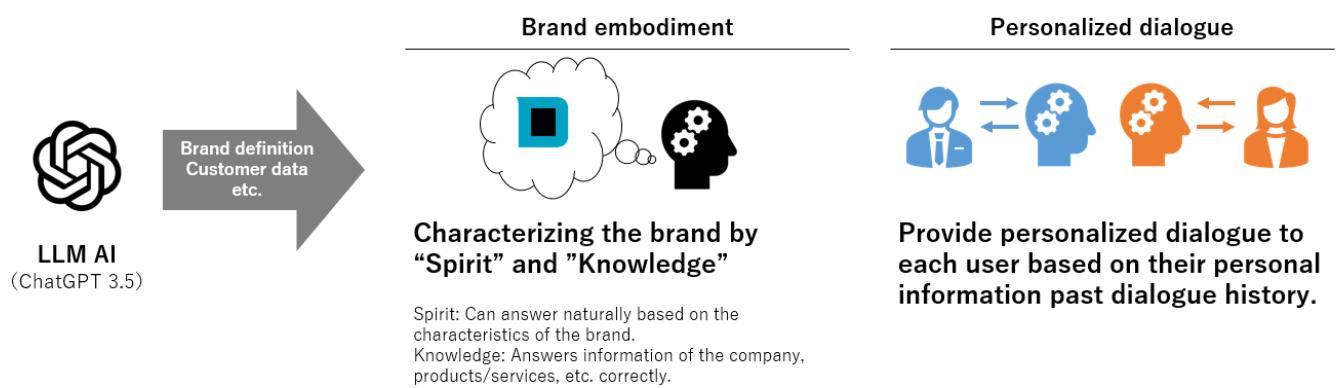
【APPENDIX】

■Brand Dialogue AI

Brand Dialogue AI is an automatic text generation engine developed by Daiko with the support of Laboro.AI, a group of AI & machine learning specialists.

It is an original language generative AI that reflects the brand personality that Daiko develops, to generate one-to-one dialogues. Based on OpenAI's ChatGPT, "Brand Dialogue AI" is an automatic text generation engine that conducts one-to-one dialogue with each customer in accordance with the brand philosophy which becomes the base for brand communication. This original language generative AI not only reflects the brand personality, but also uses "Dynamic Prompting" (patent pending), a proprietary technology that instantly switches prompts according to user and dialogue content, to enable one-to-one dialogue with brand philosophy with each customer LINE.

* OpenAI is a non-profit research institute mainly on artificial intelligence based in San Francisco, USA.



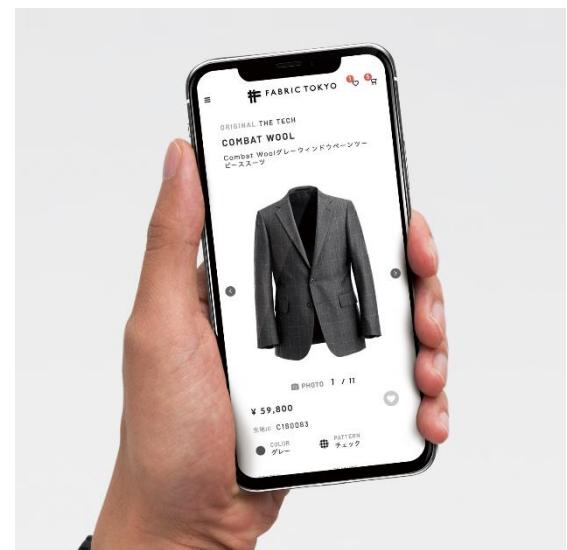
■FABRIC TOKYO

"Fit Your Life." as its brand concept, the company is leading the apparel industry as a digitally native apparel brand that fits not only body shape but also the values and lifestyle of each individual customer. The company's "KARADA ID" system links not only body size, but also preferred silhouettes, tastes and preferences, lifestyle data, and behavioral data to realize optimal communication with each individual customer.



Official Site

<https://fabric-tokyo.com/>



■About FABRIC TOKYO Inc.

Company name : FABRIC TOKYO Inc.

Address : Sumitomo Fudosan Harajuku Building 4F, 2-34-17 Jingumae, Shibuya-ku, Tokyo

Representative : Representative CEO, Yuichiro Mori

Business : Custom wear service "FABRIC TOKYO"

U R L : <https://corp.fabric-tokyo.com/>

■About Laboro.AI, Inc

Company name : Laboro.AI, Inc.

Address : 8-11-1 Ginza, Chuo-ku, Tokyo 104-0061, Japan

Representative : CEO, Tetsuo Shiihashi

COO and CTO Hiromasa Fujihara

Established : 2016/4/1

Business : Development business of made-to-order AI "Custom AI" using machine learning.

Consulting business for introducing custom AI.

U R L : <https://laboro.ai/>