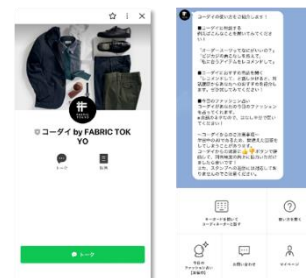




2023/10/10

Daiko Advertising Inc. ×FABRIC TOKYO Launches Fully personalized auto dialogue AI “CODAI”

Daiko Advertising Inc. (headquartered in Minato-ku, Tokyo; Yasuo Izumi, Director of the Board President & CEO; hereinafter “Daiko”) provides “Brand Dialogue AI”, an automated generative engine based on ChatGPT, to the custom wear brand FABRIC TOKYO Inc. (headquartered in Shibuya-Ku, Tokyo; Yuichiro Mori, President; hereinafter “FABRIC TOKYO”), and have launched a joint experimental study on automated dialogue program with their customers.



This program “CODAI by FABRIC TOKYO” (hereinafter “CODAI”) becomes a staff of FABRIC TOKYO’s AI store, using LINE official account talk room for communicating with customers. The name CODAI, is a combination of COORDINATOR and AI, with also a message for being together, every day with each customer, making the product close to CO-DAY.

This experiment will start from October for 4 months, with limited number of customers, having conversations with them by AI. By repeating dialogues with customers, we will research the change that occurs in the relationship with the brand such as, understanding or having more royalty of the product and brand, and the affect to purchasing behavior. We will update the system and improve the program for customers satisfaction, by analyzing the data achieved in this period.

< Inquiries regarding above >

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■About “CODAI”

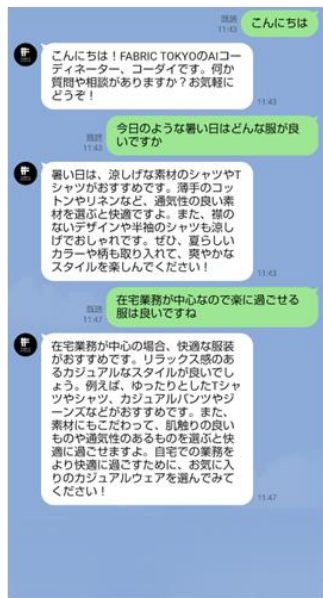
“CODAI” makes a new experience for the customers, by not just recommending products, but also being a concerned counselor about business fashion, using original personal data “KARADA ID” made from purchase history, tastes and preferences, and also history of past dialogues, becoming an AI that deeply understands each customer.

“Fit Your Life.” being there brand concept, size is not what only matters for FABRIC TOKYO. Their aim is to offer business wears that fits each one’s lifestyle and values for life. Which makes originating dialogues for each customer is so essential, as a brand perspective.

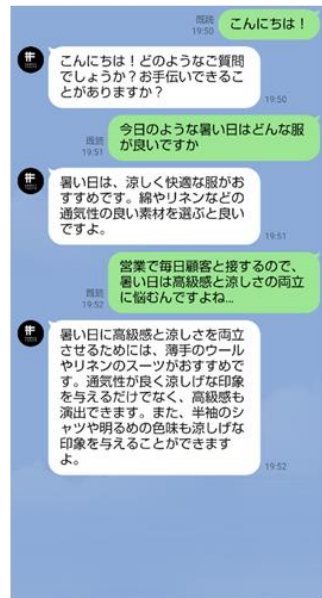
■Values born from a personalized dialogue experience

”CODAI” as a coordinator for each user, listens closely about the customers preferences and thoughts from each dialogue, and generates chats, consultation, and product recommendations for each customer.

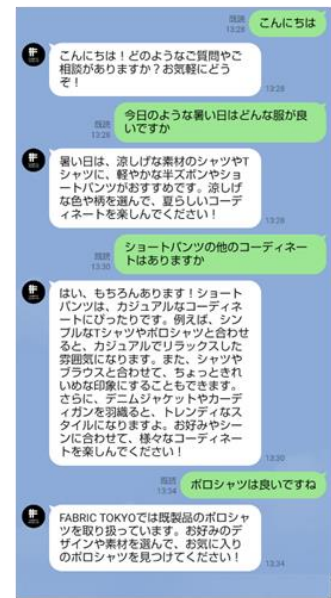
By continually repeating dialogues with CODAI, each customer will start to be more conscious on daily business fashion, brings up values like “Choosing clothes every day is fun”, “I want to be paying more attention to business fashion”, “I want to go out with the clothes I chose with CODAI.” Which will lead to love for CODAI, and feeling more attached to FABRIC TOKYO.



Sample dialogue of a customer who work mainly remote, and do not have preferences about suits.



Customer who is a sales manager, and wants to wear solid suits every day.



Customer with style, who wears suits both for work and days off.

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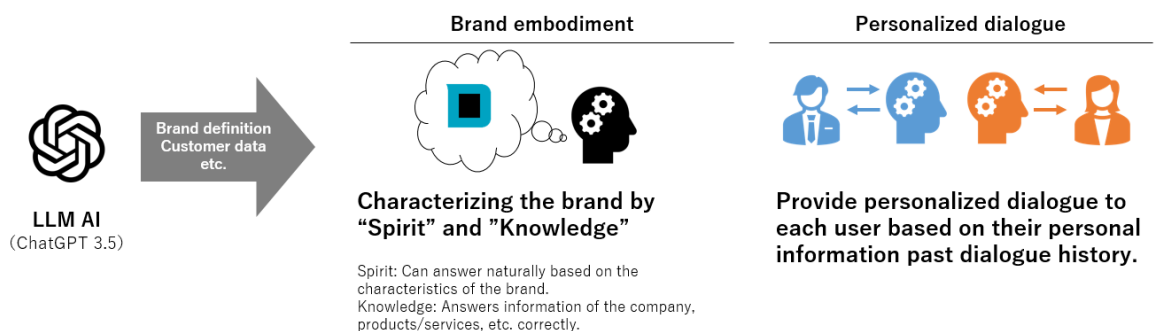
■Unique technology that provides personal dialogue experiences.

Base technologies of “CODAI” is “Brand Dialogue AI”. Which It uses a unique technology called ”Dynamic Prompting” (patent pending), which vectorizes user attributes and questions, searches the database (personal information, product information, knowledge information, etc.) for optimal data, and reflects the search results in the prompts, instantly replacing prompts according to user attributes, status, and dialogue content to ensure natural dialogue. “CODAI by FABRIC TOKYO” adds product information, and article contents as more knowledge, making them a coordinator of FABRIC TOKYO, that realizes more professional dialogues.

[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.



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■ 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 Body"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 Shiibashi

COO and CTO Hiromasa Fujiwara

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/>

< Inquiries regarding above >

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