News Release

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ExaWizards Inc.
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ExaWizards Develops an AI Avatar Service Utilizing Celebrity Likenesses and Voices

- Realistic Interactions with J1 Soccer Players and Idols Through an AI Role-Playing Service OEM Provided to Niigata Nippo Generative AI Research Institute -

ExaWizards Inc. (Minato City, Tokyo; Representative Director, President & CEO: Makoto Haruta; hereinafter "ExaWizards") is pleased to announce a new AI avatar service that leverages the likenesses and voices of celebrities. This service has a wide range of applications, from B2B use cases like sales role-playing to B2C scenarios such as information guidance for online platforms or physical facilities.This technology is integrated into the AI role-playing service provided via OEM to Niigata Nippo Generative AI Research Institute Co., Ltd. (Niigata City, Niigata Prefecture; Representative Director, President: Hisashi Tsuruma; hereinafter " Niigata Nippo Generative AI Research Institute") and will officially launch in June 2025. The project is supported by J1 soccer team ALBIREX NIIGATA and idol group Negicco, who have contributed their likenesses and voices.



☑The Challenges of Celebrity AI Avatars

Using celebrity AI avatars has faced challenges in the past, such as technological hurdles in achieving realistic reproduction and legal issues surrounding the rights to likenesses and voices, limiting adoption of such technologies.

However, advancements in generative AI have made it possible to reproduce a celebrity's appearance and voice while allowing precise script-based control over interactions between users and AI avatars. These advancements, combined with improved understanding and consent from celebrities, have created a more favorable environment for the development and adoption of AI avatars.

☑Details of the AI Role-Playing Service Provided to Niigata Nippo Generative AI Research Institute

This initiative has been achieved through ExaWizards' OEM provision of its AI role-playing service to

Niigata Nippo Generative AI Research Institute. The service, known as "Niigata Nippo Generative AI Role-Play," will launch in June 2025 and features freely selectable AI avatars.
Niigata Nippo Generative AI Role-Play will allow users to practice realistic interactions for scenarios such as sales or customer service, anytime and anywhere, based on predefined scripts. Users can customize the AI avatars by selecting attributes such as age and gender.
The following celebrity AI avatars will be available with the service:
ALBIREX NIIGATA (J1 Soccer Team)
Fumiya Hayakawa (current player)
Yosuke Nozawa (former player)
Negicco (Niigata-based Idol Group)
Nao☆
Megu
Kaede



Example Screen: A scene from Niigata Nippo Generative AI Role-Play featuring a sales role-play interaction with ALBIREX NIIGATA player Fumiya Hayakawa.

Prior to the launch of this service, the ExaWizards group provided its corporate ChatGPT solution, "exaBase Generative AI," to Niigata Nippo Generative AI Lab as an OEM offering.

☑**Future Developments**
The use of celebrity likenesses and voices as AI avatars enhances the value of services such as sales role-playing. By incorporating local celebrities into the Niigata Nippo Generative AI Role-Play, the service will be able to create a more relatable and engaging user experience.
ExaWizards plans to expand the use of celebrity-based AI avatars. Possible applications include interactive guidance terminals in public spaces, facilities, and tourist destinations, as well as online service guidance.
AI avatars also open up new opportunities for celebrities to connect with fans and audiences in personalized scenarios. AI avatars can function as a unique touchpoint for businesses and individuals alike.
ExaWizards is committed to promoting the appropriate use of celebrity AI avatars across various scenarios. Alongside the research and development of generative AI-based technologies and services, we are also focused on creating a supportive environment for their utilization.
In particular, we place great importance on establishing operational frameworks that safeguard

rights—such as implementing user guidelines to ensure proper use and creating schemes that are easily acceptable to celebrities providing their likeness and voice.

【Niigata Nippo Generative AI Research Institute Corporate profile】
Company Name: Niigata Nippo Generative AI Research Institute Co., Ltd.
Location: 3-1-1 Bandai, Chuo-ku, Niigata City, Niigata Prefecture
Established: November 2024
Representative: Hisashi Tsuruma, Representative Director, President
Business: Developing new businesses leveraging generative AI technologies, based in Niigata Prefecture. Wholly owned by Niigata Nippo Co., Ltd.
URL: https://www.ai-niigatanippo.co.jp/

【ExaWizards Corporate profile】
Company name: ExaWizards Inc
Location: 4-2-8 Shibaura, Minato-ku, Tokyo, 5F
Established: February 2016
Representative: Makoto Haruta, Representative Director & President CEO
Business: Industrial innovation and resolution of social issues via AI service development
URL: https://exawizards.com/

<Media Contact>
ExaWizards Inc. Public Relations: publicrelations@exwzd.com