

Supporting the Creative Work of Visual Creators with web3: NTT Digital Signs Basic Agreement with Visual Voice, Led by Tetsuya Bessho

— Utilizing blockchain to digitally certify creators' activity records —

Tokyo, Japan, September 24, 2024 --- NTT Digital, Inc. ("NTT Digital") and Visual Voice, Inc. ("Visual Voice") have signed a basic agreement to collaborate on integrating NTT Digital's "scramberry WALLET SUITE" into Visual Voice's creator community service "LIFE LOG BOX." The two companies will jointly explore the use of blockchain for certifying creators' activity records, as well as managing and transferring ownership rights of visual assets.



Visual Voice, Inc., led by actor Tetsuya Bessho as CEO, organizes the "Short Shorts Film Festival & Asia" (SSFF & ASIA), one of the largest international short film festivals in Asia and officially recognized by the U.S. Academy Awards. In conjunction with the festival, the company also engages in film production, event production, content rights management, and media business. Additionally, it supports the creative endeavors of visual creators, offering a platform for managing visual assets, including project portfolios, through "LIFE LOG BOX," which was launched in June 2023.

Background and Objectives

In recent years, with the digitalization of various products and services,

blockchain technology has gained attention as a means for businesses to collaborate and provide more convenient services. Amid this trend, global discussions are advancing on creating systems to handle information that verifies people and objects (digital identities) safely and conveniently. By applying this system to the field of video production, it becomes possible to digitize creators' activity records and project portfolios as part of their identity. The shared vision of both companies is to use such technology to create a secure environment where creators can confidently engage in transactions with companies and buyers, ultimately supporting their creative activities. This alignment of goals led to the signing of the basic agreement.

Joint Exploration of Blockchain Utilization in LIFE LOG BOX

LIFE LOG BOX is a platform integrated with SSFF & ASIA, which has a network of over 100,000 creators both domestically and internationally. By incorporating scramberry WALLET SUITE into this platform, it can offer wallet functionality while maintaining the UI/UX of LIFE LOG BOX. This allows consumers and businesses unfamiliar with web3 to easily access services such as NFT-based content review and voting, as well as asset management and rights transfer of visual content. Moving forward, both companies will explore defining attribute information to verify the history of creators and their works on the blockchain, as well as methods for issuing certificates, to ensure a secure environment for transactions between creators, companies, and buyers.

Comment from Tetsuya Bessho, CEO of Visual Voice

We at Visual Voice have been working for more than 25 years through international short film festivals to improve the status of filmmakers and their content and to promote them to the world. This collaboration with NTT Digital will make democratic activities using blockchain more accessible. The wallet will allow for integration with a wide range of services as well. We would like to continue supporting the expansion of a true creator economy.

Comment from Kenichi Hamana, CEO of NTT Digital

By introducing scramberry WALLET SUITE, we aim to provide creators using

LIFE LOG BOX with a safer environment for their creative activities. Moving forward, through this basic agreement with Visual Voice, we will co-create blockchain use cases in the entertainment industry.

For more details about the scramberry WALLET SUITE, please refer to the following link:

<https://scramberry.io/wallet-suite/>

*The information in this press release is current as of the release date. Specifications and service details may change without notice.

*NTT Digital is a trademark or registered trademark of Nippon Telegraph and Telephone Corporation.

*scramberry and scramberry WALLET SUITE are trademarks or registered trademarks of NTT Digital, Inc.

*The company names and logos mentioned in this release are trademarks or registered trademarks of their respective owners.

Company overview

NTT Digital, Inc.

Address: 10th Floor, Sanno Park Tower, 2-11-1 Nagata-cho, Chiyoda-ku, Tokyo

Official website: <https://nttdigital.io>

As a web3 enabler, NTT Digital, Inc. will promote the creation of an environment in which individuals and companies can easily and safely use blockchain technology toward the social implementation of cutting-edge digital technologies.

Visual Voice Inc.

Address: SSU Building 2F, 4-12-8 Sendagaya, Shibuya-ku, Tokyo

Official Website: <https://v-voice.jp/>

Founded in 2006 in conjunction with the "Short Shorts Film Festival & Asia," one of the largest international short film festivals in Asia, officially recognized by the U.S. Academy Awards, Visual Voice Inc. has engaged in various businesses centered around short films, including operating a boutique cinema specializing

PRESS RELEASE



in short films. In today's multimedia-driven world, the power of visual content continues to grow. The concept of "Bringing your voice to the screen" embodies our vision of enabling individuals and organizations to harness the power of visual media and films to convey their messages. Moving forward, we will continue to collaborate with those looking to explore "something new" through visual content, creating new business opportunities together.

For inquiries related to this release

NTT Digital, Inc.

Sales & Marketing:

pr@ml.nttdigital.io

For other information, please contact us via the official website:

<https://nttdigital.io/#contact>