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Digital Garage and DG Business Technology Launch the “DG AI Drive” Series of Hybrid AI Packages Incorporating the Group’s Data, Technology, and Investment Expertise

Launching the First Phase with “Advertising Operation Automation Solution” and “Visual Media Production Service”

Digital Garage, Inc. (TSE Prime section: 4819; HQ: Shibuya-ku, Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; Digital Garage) and DG Business Technology, Inc. (HQ: Shibuya-ku, Tokyo; Representative Director, President & CEO: Kazunori Shimizu; DGBT), a subsidiary of Digital Garage that provides comprehensive support for digital businesses, today announced the launch of the **“DG AI Drive” hybrid AI package** that enables businesses to select AI solutions according to the business challenges they are facing.

“DG AI Drive” is a hybrid, all-in-one AI package that streamlines and enhances marketing operations. The first step involves the launch of 2 AI services: the AI-based **“Advertising Operation Automation Solution”** and the **“Visual Media Production Service”** based on AI x creators.

From now on, this package will be developed as a platform that supports multifaceted marketing DX for a broader range of companies by further expanding the supported domains and providing a variety of AI solutions in an integrated manner.



DG AI Drive™

▽ “DG AI Drive” Service Site (Only in Japanese)

<https://www.dgbt.jp/lp/dg-ai-drive>

■ Background

According to the [2025 White Paper on Information and Communications in Japan](#) published by the Ministry of Internal Affairs and Communications, the percentage of companies in Japan formulating policies for

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utilizing AI has increased to 49.7%. In contrast, challenges like “establishing AI for work site operations” and “identifying the effects of introduction” are still present during the implementation stage, particularly with barriers at the worksite level, such as “which operations to apply AI to” and a “lack of resources and skills.”

While there is a growing need for greater efficiency and sophistication across all marketing domains, including advertising, sales promotion activities, and customer communications, there is a growing number of cases of e-commerce and commercial business sites being unable to promote optimal digitization and automation due to resource and know-how constraints. The process of introducing AI also highlights practical hurdles, such as “establishing AI in existing workflows,” “operational workload,” and “difficulty in visualizing the effects of introducing AI.”

Considering this background, the Digital Garage Group developed the **“DG AI Drive,”** a one-stop package that delivers “AI solution that truly works in practice,” leveraging its strengths with flexible mechanisms that allow users to select the most suitable AI for their business and objectives, and quality control by professional personnel.

■ Overview of the “DG AI Drive” hybrid AI package

“DG AI Drive” is a hybrid, all-in-one AI package that streamlines and enhances marketing operations. 2 AI services will be launched as the first step: (1) the **“Advertising Operation Automation Solution”** that automatically generates and optimizes advertising creatives, and (2) the **“Visual Media Production Service”** that combines AI generation technology with the skills of creators to produce high-quality visual media.

This package will accelerate the use of AI not only for the production and operation of advertising, but also for overall marketing operations such as planning, analysis, and execution of measures, thus helping to save labor, increase speed, and optimize costs. It will assist many businesses with overcoming the challenges related to the lack of resources and know-how, and encourage “DX established at work sites,” leading to maximizing results.

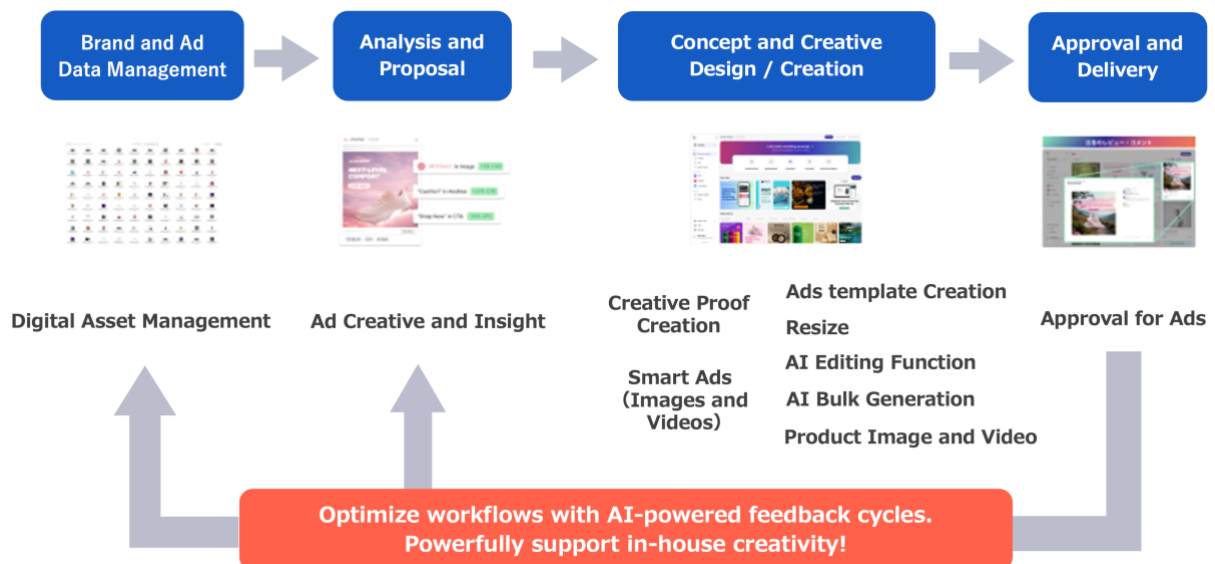
① Advertising Operation Automation Solution

This comprehensive AI solution manages a brand’s digital content as assets in a centralized manner, and optimizes the advertising operation process from data management, analysis, and proposal to creative generation, delivery, and approval.

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It automates all processes, from creative insight analysis of advertisements to the creation of various templates, batch generation of mass patterns by replacing text and images, video production, resizing, and delivery approvals. The AI learns with each repeated operation to maximize the effectiveness of advertising. This will automate complex advertising operation tasks and enable a small number of people to continuously produce and manage a wide range of creative products and variations, even for in-house operations.

**Integrate and manage brand digital content as assets,
learning from each repeated workflow to generate new brand experiences**



② Visual Media Production Service

By combining AI generation technology with the expressive capabilities and supervision of designers, this solution enables the creation of high-quality visual media in a short period of time without affecting the brand's spirit.

Drawing on the original image of a product as the source material, AI generates variations, and designers adjust colors and retouch images to supply images optimized for each channel efficiently, including social media, e-commerce, and advertising. The production process that used to take some 35 hours from preparation to shooting to delivery can now be shortened to as little as 2 hours, thereby reducing man-hours by up to 94%.

With no need to prepare for photo shoots or organize third-party personnel, a small number of people are able to produce large volumes of high-quality visual media with short turnaround times and at low cost,

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which greatly streamlines creative production in the e-commerce and digital marketing domains where speed is of the essence.

*This package includes: (1) “Advertising Operation Automation Solution” is based on “Omneky,” and (2) “Visual Media Production Service” is based on “AI Creative One.”

“AI-Human Collaboration” Enables Optimized Visual Production for Marketing **Delivering images at a high standard of volume, speed, and quality**



■ Future developments

The Digital Garage Group will expand the lineup of services provided by “DG AI Drive” and gradually develop solutions that support overall marketing activities, including not only advertising operation and visual media production, but also AI-based effectiveness prediction, research, and analysis. Based on its proven track record in the commerce domain, Digital Garage will also advance the platform into one that can be used by companies outside of the commerce industry, and encourage DX at companies by leveraging AI.

The “Advertising Operation Automation Solution” in the package utilizes “Omneky,” a service provided by Omneky, a U.S. company in which the Digital Garage Group has invested.

The Digital Garage Group is enhancing collaboration among its business segments under “DG FinTech Shift,” a group strategy that integrates payments, data, and technology. “DG AI Drive” is another example

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of the synergies created by the Group's Global Investment Incubation (GII) segment's network of influential startups and investment capabilities, which led to the increased pace of growth of the Platform Solution (PS) business focusing on payment platforms.

To help commerce businesses boost their sales and operational efficiency, DGBT is working to enhance AI functions for various solutions, including the "NaviPlus Series" of marketing services for e-commerce and fraud detection services.

Looking ahead, DGBT will continue the social implementation of advanced AI and data science technologies across the entire group, collaborate with domestic and international technology partners, and develop proprietary technologies to further accelerate the use of AI throughout the e-commerce domain, thereby contributing to strengthening business competitiveness and sustainable growth.

<Comments>

Kazunori Shimizu (Representative Director, President & CEO, DG Business Technology, Inc.)

Under the Group strategy "DG FinTech Shift," DGBT works in close collaboration with other group companies, including Digital Garage and DG Financial Technology, Inc. (DGFT), to deliver services that contribute to the growth of our partners' businesses.

Our new initiative, "DG AI Drive," represents one of the achievements of this group-wide co-creation. It combines DGBT's expertise in web engineering with Digital Garage's long-standing marketing knowledge and the advantages we have gained through startup investments in cutting-edge technologies.

This service is a prime example of how technology can help drive rapid and secure improvements in on-the-ground operations, providing a clear and tangible image of what innovation can achieve. The wave of innovation will continue, and the Digital Garage Group is committed to creating unique added value and delivering services that benefit a wider range of businesses. Please look forward to what comes next.

■ Company Profile

Name: Digital Garage, Inc.

Representative: Representative Director, President Executive Officer and Group CEO Kaoru Hayashi

Head office address: DG Bldg., 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo

Shibuya PARCO DG Bldg., 15-1 Udagawa-cho, Shibuya-ku, Tokyo

Date founded: August 1995

Digital Garage's corporate purpose is "Designing 'New Context' for a sustainable society with technology." Digital Garage operates a payment business that provides one of the largest comprehensive payment platforms in Japan. In addition, Digital Garage has a marketing business that provides one-stop solutions

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in the digital and real world, and a startup investment and development business that reaches out to promising startups and technologies in Japan and overseas.

URL: <https://www.garage.co.jp/en/>

Name: DG Business Technology, Inc.

Representative: Representative Director, President & CEO Kazunori Shimizu

Head office address: DG Bldg., 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo

DGBT is a Digital Garage Group company providing comprehensive digital business support. The combination of a wide range of solutions, including strategic support, system strategy, digital marketing, security, and data utilization, provides comprehensive support for all processes underpinning commerce and digital business, from strategy formulation to sales promotions, purchasing, and repeat business, with the view to boosting growth of business operators. Based on the group strategy “DG FinTech Shift,” DGBT and DG Financial Technology Inc., which provides payment and settlement services, will support business operators for maximizing their business and strengthening their management base.

DGBT was launched as a new company in April 2025, following the business merger of NaviPlus Co., Ltd., DG Commerce Inc. and Scudetto Corporation, three companies that have supported commerce businesses since the early days of e-commerce.

URL: <https://www.dgbt.jp>