



## A creation with all creators in web3

### Upcoming project

### NFT Global Cinema Market

1. a platform which delivers value for creators digital assets, as well as asset management that safely stores their contents
2. a starting point for all, a system people can own & use the contents

### **Hackathon and Seminars in the summer!**

Visual Voice Inc., and Academy Awards® qualifying film festival, "Short Shorts Film Festival & Asia" (SSFF & ASIA) are creating a new project to support creators in their various activities and provide them with a platform that can deliver value for their digital assets, as well as asset management that safely stores their content.

Taking advantage of festival's connection with creators and supporters for 25 years, we start this project through Metaverse, Blockchain, and NFTs in web 3.0 era.

**This project will construct a system where all the creators can connect with supporting companies and individuals through the NFT Market:**

1. a platform which delivers value for creators digital assets, as well as asset management that safely stores their contents
2. a starting point for all, a system people can own & use the contents

In this market, all the creative items as props, treatments, screenplay, acting, lighting, sound, images, videos will be treated as an asset. This will continue on as a portfolio matching, LOOT, DAO, service and its data will be a property of its own that you could manage (Asset Management).

Content on the market will be created by across the professional and industries: companies / creators, professionals / amateurs, and various industries as not only movies, games, music but crypto, tourism, medical, real estate, etc. It will become a creative asset (IP) that we, Visual Voice, will work together to create endless possibilities.

**A Teaser Site for the New Project has Launched  
Accepting Pre-Entry for the Hackathon**



We lauged the site for this new project today.

URL: <https://v-voice.jp/web3/>

We also start calling for pre-entries for partners to develop this project and plan new business models.

For the companies and individuals that pre entered will be invited to the Hackathon in this summer.

# SSFF & ASIA 2022 online closing seminar NFT x Cinema feat. The Rhetoric Star

(NOMA x CoinPost) will be streamed online with English subtitles

## Discussing the development of film infrastructure services using blockchain and NFT technology

At the SSFF & ASIA 2022 Award Ceremony held at Tokyo on June 20, we looked back on the theme of this year's festival, "Meta Cinema," and introduced a feature film project "The Rhetoric Star" which was 100-minute live-action movie depicting the "greed, darkness, and hope" of Crypto Industry.

Visual Voice and SSFF & ASIA will hold a seminar with THE RHETORIC STAR team : film director TAICHI, CEO at EDLEAD-japan- & producer Takahito Kagami, CEO of CoinPost and discuss following topics.

- Introduction of basic NFT technology
- Japan's largest crypto currency
- The development of the film production by blockchain media CoinPost
- The unique characteristics of NFTs
- How can creators utilize NFT?
- Examples of NFT and blockchain technology utilization in the movie industry (in the world) other than "The Rhetoric Star"
- Movie production in the Web3.0 era
- Precautions and cons when handling NFTs and blockchains

This will be a seminar for all, creators, companies, and individuals who are interested in the crypto market.

### [Online Seminar "NFT & Movies"]

Dates : July 26 (Tue) 5 : 00~(JST) / Admission Free

Streaming Online : URL <https://youtu.be/iKiQu2XB5nc> \*English subtitles will be added in August

Reservations : Peatix

Guest Speakers : **THE RHETORIC STAR team**

film director TAICHI (NOMA / CEO of EDLEAD-japan- )  
producer Takahito Kagami ( CEO of CoinPost)

**Visual Voice Inc.**, Tetsuya Bessho (CEO of Visual Voice)



**TAICHI (NOMA <Edlead inc. CEO / Director / Script / Production>)**

Born in 1971 in Tokyo / Keio University Faculty of Economics "Expelled"

In 1984, Debuted Film Industry as SFX Artist. Became CEO of VFX Studio A, T-ILLUSION inc, and Film Production EDLEAD inc, making more than 60 theater films and 500 TV commercials from 400 companies.

In April 2016, International film studio "NOMA" for live-action VR was founded.

Directed various movies such TV commercials, Music videos and Promotion videos. In the recent, produced a film starring Nicolas Cage, VR documentary for the fashion magazine "GQ", fantasy of "VOGUE" with holograms, branding director work for Japan Aerospace Exploration Agency "JAXA" and others. pre-production. now, He is showing pre-production on his latest directorial work, an international film "THE RHETORIC STAR".



**Takahito Kagami (CoinPost CEO)**

After graduating from high school and studying abroad in the U.S. and Canada for four years. He became involved in cryptocurrency-related business in January 2017 and launched CoinPost. Based on many interviews with celebrities in the cryptocurrency and blockchain industry in Japan and abroad, he is focusing on the management system to deliver cryptocurrency and blockchain information more quickly and accurately.



**Tetsuya Bessho (Visual Voice Inc.)**

Made his Hollywood Debut in the US-Japan joint movie "Crisis 2050". He became a member of SGA (Screen Actors Guild).

Since then, he has been widely active in movies, dramas, theatrical performances, radio, etc..

Since 1999, he has presided over the international short film festival "Short Shorts Film Festival" from Japan and received the Agency for Cultural Affairs Commissioner's Commendation. He has been appointed as a member of the Japan Tourism Agency "VISIT JAPAN Ambassador", a member of the Film Ethics Committee, and a member of the Ministry of Foreign Affairs "Japan House" Expert Advisory Council. He was selected as one of the Japanese people who are active in the Cabinet Office. He received the 1st Iwatan Tokiko Encouragement Award.

He also won the 63rd Yokohama Cultural Award.



【Visual Voice., Inc.】

Visual Voice develops a comprehensive short film brand, SHORTSHORTS. It's film festival, "Short Shorts Film Festival & Asia" (SSFF & ASIA) held since 1999, is accredited by the Academy Awards® and is one of the largest international short film festival in Asia. SHORTSHORTS leads the film culture through various means such as its screening events, film distribution, production and collaboration work with companies and administrative offices.

The arrival of the new 5G era allows communication with greater data capacity. This means that people are able to enjoy high-quality video content and movies on their mobile devices such as smartphones. On the other hand, realistic film experiences, beyond the idea of a cinema, is increasingly emphasized. While supporting young creators through various activities and events, SHORTSHORTS broadens the field of short films.

# SHORTSHORTS

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FILM FESTIVAL & ASIA

【Short Shorts Film Festival & Asia】

In 1999, actor Tetsuya Bessho, member of the Screen Actors Guild of America (SAG), has worked to introduce the then new genre, "short films," which he first encountered in the United States, to film fans in Japan as the American Short Shorts Film Festival.

In 2001, the festival was renamed the Short Shorts Film Festival.

In 2004, SSFF was recognized as an Academy Award® accredited film festival.

In the same year, with the aim of promoting new visual culture from Asia and nurturing up-and-coming young filmmakers, the Short Shorts Film Festival Asia (SSFF ASIA, co-sponsored by Tokyo Metropolitan Government) was established and the festival is now known collectively as SSFF & ASIA.

To commemorate the festival's 20th anniversary in 2018, the Grand Prix film was named the "George Lucas Award" in honor of director George Lucas.

In January 2019, the Short Shorts Film Festival in Hollywood was held to celebrate the 20th anniversary of the festival. Beginning with the 2019 festival, in addition to the Official Competitions (International, Asia International, and Japan), the Non-Fiction Competition and this year, the Animation Competition Best Short Award winners have also become eligible for nomination at the Academy Awards the following year.

SSFF & ASIA will continue to support young creators through the festival.

【Official website】<https://www.shortshorts.org/index-en.php>

【PRESS INQUIRY】

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**Stills are available here:**

[https://drive.google.com/drive/folders/1VqgLwguExycda\\_scngBOnYXn7p28Yywd?usp=sharing](https://drive.google.com/drive/folders/1VqgLwguExycda_scngBOnYXn7p28Yywd?usp=sharing)