

Visual Voice and NTT Digital Launch Proof-of-Concept for Digital Certificates on LIFE LOG BOX Platform

The project explores the use of Digital Certificates (DID/VC) for registering creators' intellectual property, verifying career histories, and enhancing trust in digital content management

By building a secure and transparent digital infrastructure, this initiative aims to pave the way for the future of the film and video industry



Tokyo- Japan,

Visual Voice and NTT Digital to Launch Web3 Proof-of-Concept Utilizing Decentralized Identifiers (DID) and Verifiable Credentials (VC) in Fall 2025

Visual Voice Inc. (Head Office: Shibuya-ku, Tokyo; CEO: Tetsuya Bessho) today announced that it will commence a joint proof-of-concept initiative with NTT Digital Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Kenichi Hamana) in the fall of 2025. The project will leverage Decentralized Identifiers (DID) and Verifiable Credentials (VC) to explore new Web3-based services.

Led by Visual Voice with technical collaboration from NTT Digital, this initiative aims to address long-standing challenges in the film and video industry—including increasingly complex copyright management, the lack of transparency in creators' skills and achievements, the need to ensure trust in content distribution, and the demand for deeper fan engagement. By doing so, it seeks to deliver new value to a broad spectrum of stakeholders, ranging from creators, buyers, and corporations to fans, educational institutions, and local governments.

Background and Objectives of the Proof-of-Concept: Solving Industry Challenges with DID/VC

The film and video industry faces numerous challenges stemming from rapid digitalization and globalization. Web3 services built on Decentralized Identifiers(DID) and verifiable credentials (VC) offer groundbreaking solutions by enhancing the trustworthiness and transparency of information, enabling the strict management and automation of rights, and establishing data sovereignty for individuals.

DIDs empower individuals to manage and control their own digital identities, while VCs function as tamper-proof digital certificates or credentials issued by trusted third parties. These may include records such as academic background, professional career, skills, awards, and intellectual property rights associated with creative works.

Through this proof-of-concept, Visual Voice and NTT Digital aim to integrate these technologies to deliver meaningful improvements across multiple dimensions of the film and video industry.

Addressing Industry Challenges with DID/VC

The film and video industry continues to face numerous challenges driven by digitalization and globalization. Web3 services built on Decentralized Identifiers (DID) and Verifiable Credentials (VC) provide innovative solutions by enhancing the reliability and transparency of information, enabling rigorous and automated rights management, and establishing data sovereignty for individuals.

DIDs allow individuals to manage and control their own digital identities, while VCs serve as tamper-proof digital certificates or credentials issued by trusted third parties—covering areas such as educational background, professional career, skills, awards, and intellectual property rights of creative works.

Through this proof-of-concept, these technologies will be combined to deliver effective improvements across various aspects of the film and video industry.

● **Creators (Directors, Screenwriters, Actors, Staff, etc.)**

○ **Reliable Career Credentials:**

Creators can securely present their diverse achievements and skills as Verifiable Credentials (VC), including film festival awards, participation in productions, involvement in industry events, academic certifications, professional qualifications, employment history, and proof of specific skills or tools. Because these records are tamper-resistant, concerns about falsified resumes are eliminated, enabling more accurate talent matching, smoother participation in new projects, and greater career advancement opportunities. Even those with limited on-set experience can demonstrate their capabilities, creating an environment where contracts and hiring decisions can be made with confidence.

○ **Protection of Copyrights and Fair Revenue Distribution:**

Ownership rights, copyrights, distribution rights, and secondary usage rights for audiovisual works can be managed via DID/VC, allowing rights holders and their status to be clearly verified. With this transparency, smart contracts can automate secondary usage and revenue sharing, ensuring efficient and highly transparent royalty distribution. In particular, for distribution and derivative works, verifying rights and expiration periods through VCs helps prevent infringement and fosters a secure environment for content utilization.

○ **Enhancing the Value of Works:**

By managing metadata such as awards and production history through DID/VC, the authenticity of a work is reinforced, its social recognition becomes visible, and it can be traded with greater confidence at an appropriate value.

● **Buyers & Companies (Film Production Studios, Distributors, Investors, etc.)**

○ **Reliable Verification of Content Rights:**

With copyrights and usage permissions clearly defined in Verifiable Credentials (VC), rights-related transparency is greatly enhanced, enabling safe and confident purchasing and distribution of content. This not only streamlines negotiations when presenting works to film buyers but also reduces the risk of fraudulent transactions.

○ **Discovering Trusted Talent and Building Teams:**

Because creators' professional backgrounds and skills are validated through VCs, companies can efficiently identify the right talent for each project and assemble highly reliable production teams.

○ **Efficient Fund Management and Transparency:**

By linking rights holders and their respective claims through VCs, all rights relationships and statuses become transparent. This strengthens trust among investors and sponsors by providing clear accountability in the financial and contractual aspects of film production.

● Schools (Educational Institutions)

○ Issuance of Digital Certificates and Qualifications:

By issuing graduation certificates and various qualifications as Verifiable Credentials (VC), institutions can enhance tamper-resistance and improve the overall trustworthiness of student records.

○ Strengthening Career Support:

With academic background, professional experience, and skills securely and reliably verified, students can present themselves more effectively to employers, thereby increasing their competitiveness in the job market.

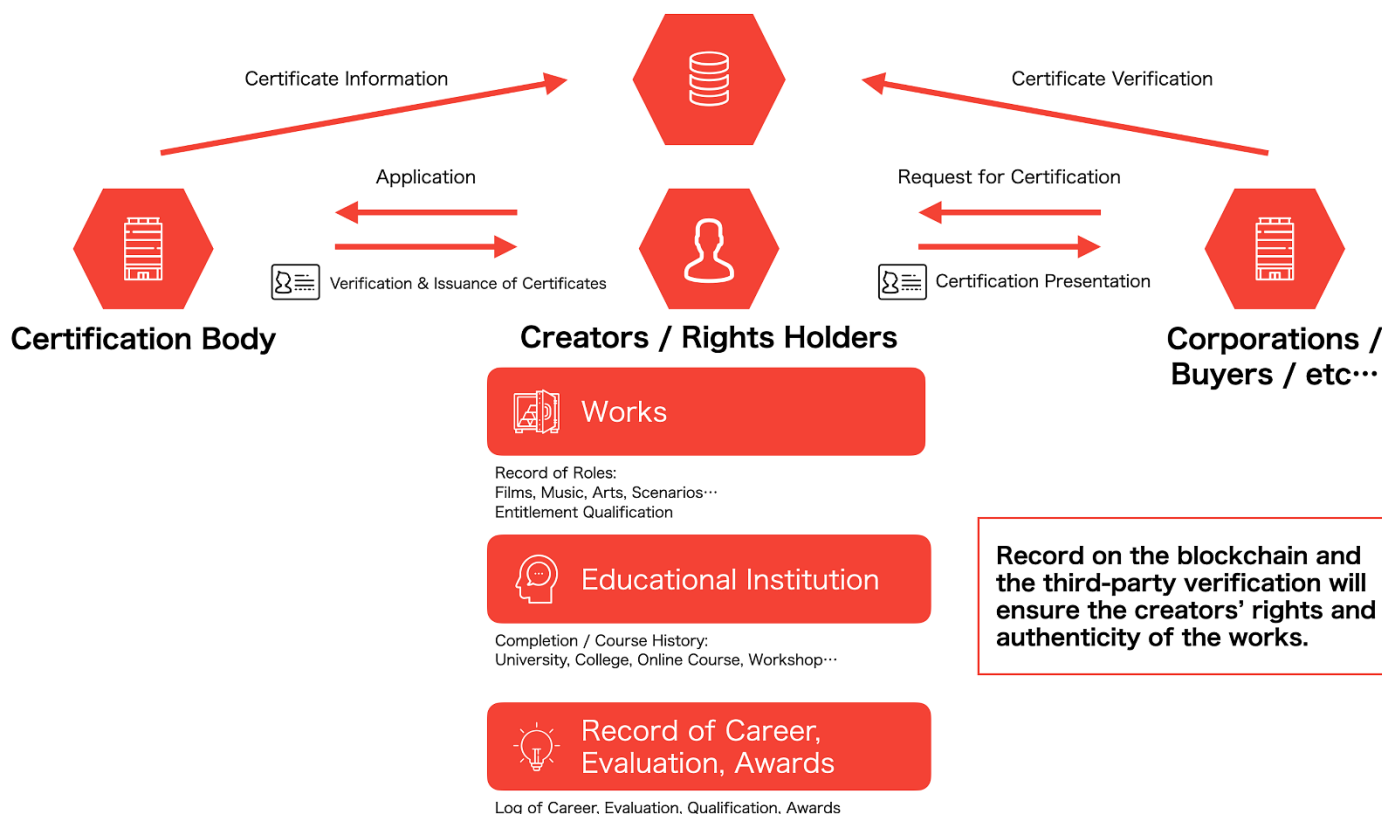
○ Empowering Engineers and Creators:

When schools, film festivals, and other trusted third parties certify students' skills, both their individual value and the credibility of their creative works are clearly visible across industries. This cross-verification expands opportunities for students to showcase their abilities and advance their careers.

● Local Governments (Broader Future Applications)

○ Streamlining Administrative Procedures and Enhancing Trust:

By managing various certificates issued by municipalities through Verifiable Credentials (VC), local governments can improve the efficiency, transparency, and reliability of administrative services. This, in turn, is expected to promote collaboration across diverse areas such as regional development, cultural initiatives, and event hosting.



Future Outlook

This proof-of-concept experiment will commence with the issuance of VCs to winners of SSFF & ASIA 2025 in October 2025, and by 2026, we aim to offer a full-scale service including distribution and trading of content on the LLB content marketplace. Visual Voice and NTT Digital will work to solve longstanding challenges faced by the video and film industry through the social implementation of DID/VC technologies. We strive to create an environment

where creators can maximize their talents, a market where buyers can trade with confidence, and a future where fans can connect with works on a deeper level. We look forward to your support for this innovative initiative.

About Visual Voice Inc.

Founded in 2006 in conjunction with the "Short Shorts Film Festival & Asia," one of the largest international short film festivals in Asia and officially endorsed by the Academy Awards in the United States, our company has been engaged in various projects centered around short films. This includes operating a boutique-style theater dedicated solely to short films. In the modern era of multimedia expansion, the power of visual content continues to grow. Our concept of "bringing your voice to life through visuals" reflects our desire to create a world where various people and organizations can leverage the power of video and film to effectively transmit messages. We will continue to collaborate with everyone who is challenging to create "something new" through visual storytelling and foster new business opportunities.

About NTT Digital Inc.

As a member of NTT DOCOMO's global group, NTT Digital Inc. is dedicated to the social implementation of cutting-edge digital technologies. We are actively promoting worldwide efforts as a Web3 enabler to create an environment where individuals and companies can easily and securely utilize technologies such as blockchain.

※What is LIFE LOG BOX?



Linked with SSFF & ASIA, which has a network of over 100,000 creators both domestically and internationally, this is a video management platform for the web3 era that allows anyone to create and distribute content as a creator through the use of smartphones, social media, video distribution services, and more. The platform offers services that allow creators to thrive, centered around data deposit and storage services. Creators can offer portfolios and viewing rights that share creator information and work information to creators, fans, and companies around the world, and the data deposited is connected to an NFT marketplace that returns profits to creators.

<https://lifelogbox.com/>

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Stills are available here:

<https://drive.google.com/drive/folders/1k7tjltlmwdGqFl62ajzQzKI4kL9HfYQP?usp=sharing>