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For General Release

Information Services International-Dentsu, Ltd.

## **ISID and Sojitz Group Begin Demonstration Experiment of Smart Fishery**

### *Automatic Counting of Cultured Tunas by Image Analysis Utilizing AI*

Information Services International-Dentsu, Ltd.(Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISID”) and Sojitz Tuna Farm Takashima Co., Ltd. (hereafter Sojitz Tuna Farm Takashima) ,a subsidiary of Sojitz Corporation and develops tuna farming business, begin a joint demonstration experiment of a system that automatically counts cultured tuna using image analysis utilizing deep learning technology. This demonstration experiment will be conducted from August 1 to October 31, 2017 at the fishing ground in Matsuura City, Nagasaki, operated by Sojitz Tuna Farm.

Sojitz Tuna Farm Takashima purchases tuna fry and raises it for about 3 years in an ocean cage. As the environment inside the cage changes from moment to moment, the judgement for amount/timing/procedure of feed has become a personal belonging based on experience. To grasp the number of tunas, which is one of the important criteria for judgment to fed, multiple workers are visually counting for a long time using the video taken by a diver underwater. It becomes challenges for Sojitz Tuna Farm Takashima to reduce work load and improve accuracy. This demonstration experiment is an attempt to solve the business problem in such aquaculture fishery using advanced technology.

ISID is accelerating the creation of new business using advanced technologies such as big data, AI, robotics etc. As part of this effort, ISID is promoting to apply image analysis technology with deep learning to various fields such as sports and manufacturing. In this demonstration experiment, ISID aims to build an automatic tunas counting system by constructing a shooting environment suitable for grasping the number of tunas moving in seawater with low visibility utilizing deep learning algorithm.

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