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OPTiM Corporation  
(TSE: 3694)

### **World's First<sup>※1</sup> just by taking a photo, AI delivers optimal store promotion – launch of AI-driven SNS customer-acquisition service Poishot** **AI automates SNS marketing for all stores; free plan also prepared**

OPTiM Corporation (hereinafter OPTiM) announces the launch of Poishot, the world's first AI-photo based SNS customer-acquisition service. By uploading a photographed image, the AI automatically generates an optimal post text and enables batch posting to Instagram, Facebook and X. The service helps stores convey their appeal efficiently and continuously, reduces the time required for SNS posting, and enhances customer acquisition. A free plan is also provided so that businesses can try Poishot without commitment.



The advertisement features a light blue background with a blurred image of a burger and fries. On the right, a smartphone displays a photo of the same food. Three thought bubbles on the left contain the following text: 'お客様をもっと増やしたい' (I want to increase the number of customers), 'もっと売り上げを増やしたい...' (I want to increase sales...), and '忙しくてSNS運用に手が回らない...' (I'm too busy to manage SNS...). Below these, the text '企業・店舗が抱える悩みを解決' (Solving the problems faced by companies and stores) is displayed. A blue banner reads '“写真を撮るだけ” AIが最適な店舗宣伝を実現' (Achieving optimal store promotion with AI just by taking a photo). The Poishot logo is prominently shown in green, with a gold laurel wreath to its left containing the text '特許取得済み' (Patent secured). Below the logo, the text '集客をAIで簡単に!' (Easily acquire customers with AI!) is written in blue and green.

お客様をもっと増やしたい

もっと売り上げを増やしたい...

忙しくてSNS運用に手が回らない...

企業・店舗が抱える悩みを解決

“写真を撮るだけ” AIが最適な店舗宣伝を実現

特許取得済み

**Poishot** で

集客をAIで簡単に!

## ■Background

Internet marketing has become essential for small and medium-sized stores, and SNS marketing directly impacts customer acquisition and sales growth. However, many such stores face challenges: limited IT literacy, daily responsibilities such as customer service, product preparation and administrative work, and insufficient resources to maintain effective SNS activity. Crafting compelling post text requires skills in writing, expression, and marketing knowledge, leading staff to wonder what to write or spend excessive time on attractive wording. Concerns about inappropriate expressions, potential backlash, and brand image erosion further hinder stable information dissemination. In addition, tasks such as photo shooting, copywriting, and posting are numerous; outsourcing raises costs, while handling them in-house consumes staff hours, creating a managerial burden. Poishot was developed to alleviate these pains and drive effective customer acquisition through streamlined SNS operation.

SNSを活用して、  
もっと集客をしたい



属人化や  
投稿作業による  
運用負荷が大きい



専任をおいておらず  
SNS投稿の  
ノウハウがない



炎上回避や  
ブランドイメージ  
維持が大変



外国語に  
対応できるスタッフ  
がない…



## ■About Poishot

Poishot is an app that automatically creates optimal SNS post text from a photographed image, allowing stores to promote themselves with ease. It addresses common owners' concerns such as "to increase new customers quickly by using only a smartphone," "to reach foreign tourists," and "to avoid backlash while protecting brand image."

Using Poishot can reduce the time required for SNS posting by up to 75%<sup>※2</sup> and cut labor costs by up to ¥17,400 (approximately US \$111<sup>※3</sup>)<sup>※4</sup>. No advanced IT skills or marketing knowledge are needed, dramatically lowering the effort required for SNS management. The service is covered by a granted patent.

## ◆Benefits of Poishot



## ■Features

### ◆SNS post-text generation

Store owners or staff simply photograph a product, signboard or daily update. The AI analyses the image and automatically creates an engaging post text that matches the store's atmosphere and characteristics.

## 写真からAIが投稿文を作成

撮影した写真をアップロードするだけで、  
AIが自動的に魅力的かつ適切な投稿文を生成



### ◆Batch SNS posting

The AI-generated text can be posted to Instagram, Facebook and X with a single tap.



## 作成した投稿文を 各SNSに一括投稿

Instagram、Facebook、X（旧Twitter）など  
複数のSNSにワンタップで投稿が可能  
最小限の労力で、高い集客効果を実現

## ◆Multilingual support

English-language post creation is supported, eliminating the time and effort previously required for translation. Additional languages will be added in the future.



## ◆Store-information settings

Users can pre-register store details, allowing the AI to tailor expression and tone to each individual location.

## ■Pricing

無料プラン	有料プラン
0 円/月(税込) 初期費用無料	4,980 円/月(税込) 初期費用無料
✓ アカウント数 1	✓ アカウント数 1
✓ 投稿文作成回数 30 回/月	✓ 投稿文作成回数 360 回/月
✓ SNS連携 アカウント数 最大 3 アカウント (Instagram、Facebook、X)	✓ SNS連携 アカウント数 最大 3 アカウント (Instagram、Facebook、X)

Use of Poishot requires separate registration of an OPTiM ID.

Detailed pricing and plan information are available on the service website:

<https://www.optim.co.jp/poishot/>

## Press Release



- ※1 As of 23 December 2025, according to OPTiM's research, Poishot is the world's first service that creates post text from a photographed image using AI and posts it to multiple SNS platforms under a patented system.
- ※2 Calculated by OPTiM based on the assumption of 15 standard posts and 3 foreign-language posts per month across three SNS platforms.
- ※3 Exchange rate: 1 USD = 155 JPY (source: Bloomberg, 23 December 2025).
- ※4 Calculated by OPTiM assuming a user hourly wage of ¥2,000 (approximately US \$13<sup>※3</sup>).

### ■ About OPTiM Corporation

OPTiM is a leader in internet-based services that improve its clients' interactions with technology in all aspects of everyday life. Its solutions provide comprehensive IoT management and multifunctional remote communication. Its business partners include NTT East, NTT West, NTT DOCOMO, OTSUKA, SoftBank, Canon Marketing Japan, Panasonic Solution Technology, Ricoh Japan, KDDI and Fujifilm Business Innovation Japan. Based in Tokyo, Japan, its corporate motto is, "We make the net as simple as breathing."

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