

Hakuhodo DY Holdings Inc.
Hakuhodo Technologies Inc.

Hakuhodo DY Holdings and Hakuhodo Technologies Collaborate with Global AI Company BRAHMA AI to Develop a “Next-Generation Virtual Human” Using Cutting-Edge AI Technology

—First Initiative Launches Activities of Virtual Hibari Misora—

Tokyo—January 7, 2026—Hakuhodo DY Holdings Inc. and Hakuhodo Technologies Inc. have initiated the development of a high-fidelity next-generation virtual human in collaboration with leading AI company BRAHMA AI. As the first phase of this initiative, we are pleased to announce the launch of Virtual Hibari Misora. The next-generation virtual human features a natural appearance, lifelike movement, and an authentic speaking voice, opening up new possibilities for digital expression and content creation.



Background and Challenges

Until now, when recreating real individuals as virtual humans, it has been highly challenging to simultaneously achieve both extremely realistic facial reproduction and a natural, emotionally expressive voice. As a result, many past attempts produced an artificial or uncanny impression, commonly referred to as the “uncanny valley.”

In response to this challenge, Hakuhodo Technologies and BRAHMA AI conducted a proof-of-concept initiative for AI-generated virtual human video production that integrates AI-generated visuals and audio to achieve a heightened sense of real presence.

As the first phase of the project, an AI model of Virtual Hibari Misora was developed using BRAHMA AI's visual generation technology (ATMAN) and voice generation technology (VAANI), trained on archival video and audio materials of the legendary Japanese singer, actress and cultural icon Hibari Misora. Utilizing an advanced model architecture based on a proprietary machine-learning framework, the system also supports real-time video generation with a high level of realism and controllability. The project was realized with full cooperation from Hibari Production Co., Ltd.

Development Outcomes

Virtual Hibari Misora, developed through a proprietary AI model trained on historical footage and audio of Hibari Misora, appeared in the BS Nippon TV special program *Hibari Misora Revived in the Reiwa Era*, aired on January 7 and 8, 2026. Within the program, Virtual Hibari Misora performs seamlessly alongside contemporary artists, revealing new possibilities for creative production and expression.

Future Outlook

Going forward, Hakuhodo Technologies and BRAHMA AI will continue to strengthen their partnership across the Japan and Asia-Pacific markets, leveraging virtual human technology to create new forms of visual expression and expand business opportunities.

As part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals, Hakuhodo Technologies will continue advancing AI development by engaging specialists across diverse AI fields, enhancing individual creativity within the organization while further supporting the efficiency and sophistication of clients' marketing activities.

Overview of BRAHMA AI



CEO: Prabhu Narasimhan

Location: 160 Great Portland Street, London, United Kingdom, W1W 5QA

Established: 2025

URL: <https://www.brahma.io>

BRAHMA AI is an AI content creation company operating on the philosophy of “Mind²” amplifying human intelligence through AI. With the development of high-fidelity virtual humans capable of advanced emotional expression at its core, BRAHMA AI extends human creativity through AI technology and supports corporate innovation across communication and experience design domains.

BS Nippon TV Anniversary Special Program *Hibari Misora Revived in the Reiwa Era*

Broadcast Schedule: 8:00–9:54 pm, January 7 and 8

Broadcast Network: BS Nippon TV / BS Nippon TV 4K

Host: Shinichi Taketa

Guests: Yukino Ichikawa, Hiroshi Miyama, Kokoro Umetani, Atarashii Gakko!, Kazuya Kato, Hiroshi Itsuki

Credit: © BS Nippon TV

Program website: <https://www.bs4.jp/reiwaniyomigaerumisorahibari/> (in Japanese)

PR Times article: <https://prtimes.jp/main/html/rd/p/000000759.000125910.html> (in Japanese)

Media contact:

Group PR & IR Division, Hakuhodo DY Holdings Inc. koho.mail@hakuhold.co.jp