

July 26, 2023
BlueMeme Inc.

BlueMeme Launches Corporate Media “LeapLeaper”

Offering a broad range of technological information to empower people to leap into a new future

BlueMeme Inc. is pleased to announce that on 26th July 2023 it launched its owned media “LeapLeaper” as a new communication space alongside its official company channels. “LeapLeaper” is specifically designed for the public, including engineers, and provides a diverse range of technology-related information to help them take a leap into a new future.

LeapLeaper リーブリーパーは、量子コンピューターやAI、アジャイル、ローコード・ノーコード開発、DX、内製化、IT人材育成など、エンジニアや一般の皆さんに役立つさまざまな情報をお届けします。新しいテクノロジーの基礎情報やプロによる考察を通じて、未来へ飛躍する皆さんを力強く支援します。

PICK UP!
Leap Leaperのおすすめの記事

- 2023.07.21 更新
コンパクトシティー化とMaaSが及ぼす影響 - 宗像仙人だより 009
- 2023.07.20 更新
それはどのローコード・ノーコードの話? カオスマップを参照する
- 2023.07.19 更新
NVIDIAのGPUがChatGPTのみならず量子コンピューターにも必要な理由
- 2023.07.18 更新
北部九州に見る地方都市のDXチャレンジ例 - 宗像仙人だより 008

最新記事

- 2023.07.21 更新
コンパクトシティー化とMaaSが及ぼす影響 - 宗像仙人だより 009
- 2023.07.21 DX
それはどのローコード・ノーコードの話? カオスマップを参照する

**2023年7月3日更新
ランキング**

- 1位
不可能を可能にした伝説のMLB選手ジャッキー・ロビンソンの話
- 2位
パスワードはもう不要? 便利なPasskeyの

<https://www.leapleaper.jp/>

Background

Today, we are facing some of the most rapid and significant changes in our history. While globalization and digitization continue to advance, declining birthrates, an aging population, and shrinking labor force became major challenges across all industries and sectors. In the post-Covid world, where hybrid offices and remote work styles have emerged, there have been a series of

unforeseen events with significant consequences for global affairs and the climate.

Moreover, there has been a significant rise in the development of generative AI, a technology that enables the semi-automatic creation of a wide variety of contents. While certain jobs are expected to become less necessary, there is a simultaneous exploration of new job opportunities and a reevaluation of unique human roles. None of us can remain irrelevant, even if we can remain indifferent to these unstoppable changes.

Digital transformation (DX) is often cited as one of the key measures to adapt to these changes. According to the 2018 DX Report released by the Ministry of Economy, Trade and Industry (METI), it is projected that a decline in the international competitiveness of Japanese companies could result in an economic loss of approximately three times the current level. This translates to an estimated annual loss of around 12 trillion yen starting from 2025. This problem, known as the “2025 Digital Cliff”, also results from the reality of an overwhelming shortage of DX personnel.

A platform for supporting continuous leaps

Against this background, BlueMeme and its wholly owned subsidiary OpenModels (BlueMeme Group) have launched the owned media “LeapLeaper”. This is a media platform for individuals who aspire to use technologies to leap ahead into the near future and beyond. Through a diverse range of technology-focused topics including agile development, low-code and no-code development, AI, quantum computing, and biotechnology, “LeapLeaper” actively promotes DX as creative disruption and enables individuals to leap towards new and exciting opportunities.

It offers a diverse array of information that is beneficial not just for engineers, but also for those who are interested in keeping up with societal and business changes. “LeapLeaper” covers a wide range of topics, including modern work styles and mindsets that match today’s trends. Moreover, we delve into more casual subjects such as culture, society, city living, personal experiences, and hobbies.

“LeapLeaper” will function as BlueMeme Group’s open internal newsletter, accessible to the public. As a fresh and distinct platform, separate from existing official channels, ‘LeapLeaper’ will cultivate communication with a diverse range of stakeholders.

Basic Information

- Name of media : LeapLeaper
- Concept : The future is a personal matter close to us - a media for those who are making the leap to a new future.
- Brand name : The light, rhythmic refrain of the word, combining long and semitone sounds, creates an image of a being that keeps moving forward, lightly and repeatedly taking on the challenge of the next step.
- Brand logo and symbol : The brand logo has a clean and highly visible shape, centered on a combination of sharp straight lines and circles. The refrain is shown by the “L” and the “△” symbolizes “rise, evolution and innovation”. The symbol on the right of the logo is a frog. The “leapfrog” lightly leaps off the ground in a great jump towards its next destination. The visual represents such dynamism. The straight lines matching the logo are inspired by origami. The simplicity of the material represents the infinite possibilities of what it can become, depending on how it is made, just like origami.

新しいミライへ向かって飛躍しよう



- Brand color : Leap Leaper’s brand color is orange, which reflects speed, lightness, fun and freshness. It provides useful information for everyone, including a wide range of non-engineers, in a colorful way.

Some examples of articles (Japanese only)

“What is the learning mechanism of ChatGPT that improves accuracy through human evaluations?”

<https://www.leapeaper.jp/2023/05/09/page-slug-learning-mechanism-of-chatgpt/>

“Digital Labor as Colleagues, Breaking away from over-dependence on system integrators and multiple subcontracting”

<https://www.leapeaper.jp/2023/05/08/work-with-digital-labor-not-multiple-siers/>

“Agile isn’t very useful, is it? Let’s get it right by clearing up eight misunderstandings”

<https://www.leapeaper.jp/2023/07/04/8misunderstandings-of-agile/>

Social media

We have also launched Twitter/Facebook/Instagram/YouTube. As new touchpoints for social listening and communication with stakeholders, we will deliver useful information to a wide range of audiences.

Twitter : <https://twitter.com/leapeaper>

Facebook : <https://www.facebook.com/LeapLeaperJP/>

Instagram : <https://www.instagram.com/leapeaper/>

YouTube : <https://www.youtube.com/@leapeaper>

About BlueMeme Inc.

BlueMeme was the first company to introduce OutSystems, a low-code development platform, to Japan in 2012. Since then, the company has been at the forefront of the Japanese low-code development market. BlueMeme utilizes its own development methodology, “AGILE-DX”, to effectively operate agile methods and low-code technologies. By developing next-generation information systems with the latest technologies, BlueMeme will continue to contribute to Japanese companies, helping them improve their global competitiveness and survive disruptive changes through digital transformation (DX). As of 2021, BlueMeme is listed on the Tokyo Stock Exchange (“4069” corporate code).

<https://www.bluememe.jp>

Press Contact

BlueMeme Group Public Relations Office Attn: Oshiyama & Uehara

TEL: 0570-080-016 E-mail: webmk@bluememe.jp