

PixAI Marks 4th Anniversary with 'Project Genesis,' Connecting AI, Music, and Global Creators into One Content Ecosystem

PixAI celebrates its 4th anniversary and debuts Tsubaki.3, releasing theme song "UnLocking World" featuring Girls Band Cry star Rina and producer Kenji Tamai.

NEW YORK CITY, NY, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- [PixAI](#), the global AI content creation platform marks its 4th anniversary with "[Project Genesis](#)," an initiative connecting its generative AI models, creative tools, original characters, music, animation, manga, and its global creator community.

To mark the occasion, PixAI released the official version of its next-generation anime image model Tsubaki.3, a new theme song and music video "UnLocking World," and a new story for mascot character Mio titled "Therefore I am." PixAI also exhibits at Tokyo Game Show 2026 and runs outdoor projects in Tokyo and Taipei, alongside a global creator showcase campaign.

Since launching in October 2022, PixAI has grown around anime and illustration-focused AI image generation and a global creator community, later expanding its lineup with the Tsubaki model series, the natural-language creation agent Mio.2, and the node-based integrated workspace PixAI Studio.



[MV] "UnLocking World"/AIYUE blessed : RINA (a.k.a TOGENASHI TOGEARI Vo.) | PixAI 4th Anniversary



"Uchi No Mio", A Tsubaki.3 Manga, Created by H. P. Louis

Project Genesis links these technical advances to actual content production. Featuring on the story page is a manga 'Uchi No Mio' Created by H. P. Louis, produced primarily using Tsubaki.3, PixAI's newest all-in-one AI creation engine. Tsubaki.3 lets creators expand a single reference image into new expressions, poses, outfits, and scenes while keeping characters consistent, and supports multi-character scenes, comic-page layouts with panels and speech bubbles, and image-to-video generation within one tool.

The anniversary theme song "UnLocking World" was produced by AIYUE, a music project centered on agehasprings. Vocals are performed by Rina, who voices series lead Nina Iseri in the anime Girls Band Cry and fronts the band Togenashi Togeari, credited as "AIYUE blessed: Rina." Production was led by Kenji Tamai of agehasprings, known for producing and arranging Aimer's "Zankyou Sanka," the opening theme of Demon Slayer: Kimetsu no Yaiba - Entertainment District Arc, and for his work on Girls Band Cry's music. Composition is by Kengo Minamida, with animation by M-ACG studio and the PixAI Animation Team.

The song and roughly 2-minute-46-second video explore the theme of "reason for being," following Mio as she looks back on her journey with users and asks herself why she exists. In the music video, Mio fractures into different versions of herself: one supporting users' ideals, one creating alongside them, one quietly watching over them. The story moves through uncertainty and doubt before users help bring the fragmented Mio back into one. According to the writer, the anniversary framing shifted the focus from Mio's identity alone to "the shifting identity shaped by the shared journey between users and Mio," reflecting on creativity's inevitable entanglement with the self.

Original songs released across PixAI's past major campaigns have also been consolidated into a formal streaming catalog, now available on Spotify, Apple Music, YouTube Music, LINE MUSIC.

PixAI exhibited at Tokyo Game Show 2026 from September 17 to 21, where visitors can generate anime-style images from text prompts on site and print their favorite results, bringing the platform's character design, concept art, and fan-creation strengths into direct contact with the game and character content industry.

In parallel, PixAI is running outdoor projects in Tokyo and Taipei to bring creator-made work into physical spaces. An anniversary outdoor ad is now displayed at Shibuya Crossing in Tokyo, featuring Mio alongside Shibuya-themed reinterpretations by global creators. A similar project followed in Taipei, and anniversary campaign trucks circulated through Ikebukuro, Shinjuku, and Shibuya.

Project Genesis also invites users to reinterpret and extend PixAI's official content. A Tsubaki.3 global creation contest calls for entries made with the new model via the PixAI platform and official X account. A companion "UnLocking World" campaign invites fan works inspired by the anniversary and the MV, submitted through X, YouTube, and TikTok, in formats spanning illustration, manga, animated scenes, and photo diaries.

Running from September 17 to October 20, 2026, the anniversary campaign in-app includes 50% off eligible annual membership plans, with bonus anniversary gacha pulls, daily login rewards and more.

About PixAI

PixAI is an anime-style AI art platform. Powered by its proprietary image foundation model Tsubaki.3. Since launching in October 2022, PixAI has grown to more than 16 million registered users worldwide, with strong communities in Japan, Korea, North America, and Taiwan. Beyond the Tsubaki model series, PixAI offers Mio.2, a conversational AI creation agent, PixAI Edit Pro, a natural-language image editing model, and PixAI Studio, a node-based creative workspace connecting image, video, text, and audio generation and editing.

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