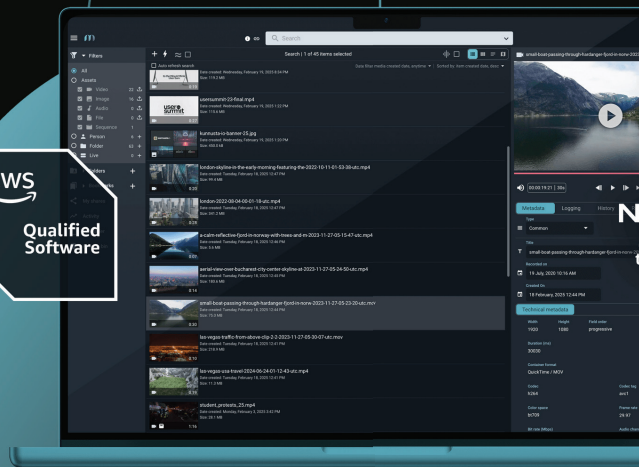# minir

Cloud media production and collaboration

With Mimir, you give your journalists and editors a powerful collaboration, production and AI tool.

Mimir is a media collaboration and production platform for professionals. It offers media asset management, archiving, production asset management, and objectstore functionalities. Mimir integrates with a wide range of AI technologies for automatic metadata enrichment, facilitating efficient media workflows for broadcasters, production companies, digital agencies, educational institutions, and organizations worldwide.

What is Mimir?

Next-Generation Media Asset Managment: Built using modern web technologies and a microservices-based design, Mimir ensures scalability, robust cybersecurity, and continuous availability with zero downtime. It supports all-cloud, hybrid, or onprem media infrastructures and workflows—enabling seamless remote access and editing.

AI-Driven Metadata Enrichment: Integrates with a wide range of AI technologies to automate metadata logging, including face and object recognition, speech-to-text, translations, event and location tagging, and celebrity identification. Users can create and share person collections for consistent tagging and discovery.

Advanced Search Functionality: Mimir allows searching by title, spoken words, persons, objects, translated dialogue, location, and more. Metadata is automatically logged and indexed, enabling journalists, editors, and content producers to quickly find the exact shot, quote, or clip they need—saving time and uncovering valuable assets from the archive.

NLE's Integration: Mimir integrates with Adobe Premiere Pro, DaVinci Resolve, and other NLEs—enabling editors to search, import, and create sub-clips within their NLE timelines, and collaborate. It supports proxy and high-res workflows, allowing smooth editing on low-spec machines with central conform for fullquality delivery.

Live Production Workflows: Mimir supports real-time transcription and integrates with Adobe Premiere Pro to align live event schedules with editing workflows. It can control a variety of ingest sources—including baseband, ST 2110, SRT, NDI, and more—and supports scheduled ingest, bringing flexible, efficient, and scalable capabilities to live production workflows.

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Why Mimir?

Scalable and Secure: Mimir wokrs just as well for ingesting 50,000 hours of materials as 50 minutes and easy to scale up and down.

Privacy and security: Mimir connects to the customer's own storage to comply with privacy and security requirements.

No installation: Mimir does not require any on-premise installation. You buy the amount of subscriptions that you need for a fully managed access.

Access from anywhere: Mimir is a browser based application that allows users to access from their favourite web browser.

Cloud-native: Mimir represents a new breed of software solutions that is built from scratch with modern web technology.

Use Cases

Broadcasting: Streamlines live production workflows, reducing reliance on on-premise infrastructure.

Digital Agencies: Enhances media asset management and collaboration among distributed teams.

Educational Institutions: Facilitates the management and distribution of educational media content.

Corporate Organizations: Supports internal media production and archiving needs.

Customer Testimonials

Mimir is utilized by various organizations worldwide, including VRT, NRK, Axel Springer, blinx, GB News, Deutsche Presse-Agentur, Formula E, TV 2 FYN, Sky News Australia, The New York Times, News UK, TVNZ, and ausbiz.
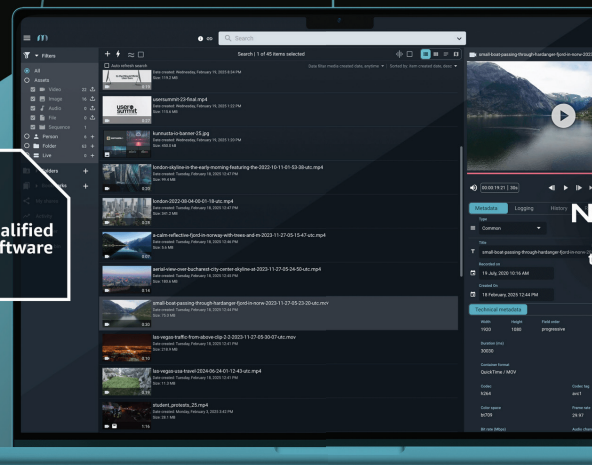
Contact Information
For more information or to book a demo, please visit **www.onemimir.com**

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Qualified Software

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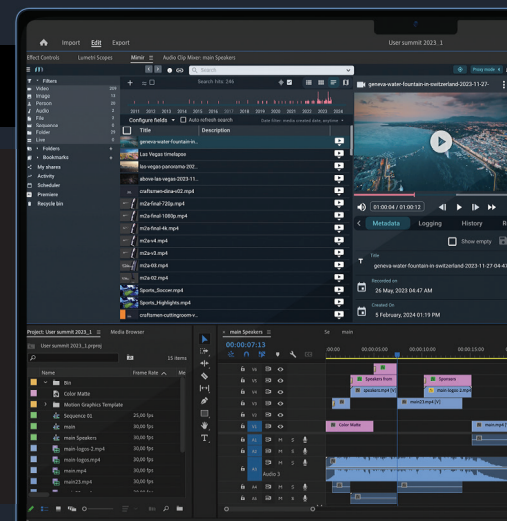
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By searching for a person and specific words, Mimir highlights exact moments across all media where that person appears saying them.

Mimir offers a panel inside Adobe Premier Pro for editor search, preview and import content without leaving the timeline

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Mimir adds DAM and advanced audio handling, complete asset management platform

AirFrame by Media-Anywhere™

Integrating AirFrame by Media-Anywhere with Mimir eliminates the need for creators to download media when working with Adobe Premier Pro

Customer Testimonials

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