PromoMii named one of London’s Best Broadcasting Companies – To Work For and Buy From.

Thursday 1 July, 2021

The London based technology-for-media start-up has been selected as one of London's best broadcasting companies alongside major media houses BBC, ITV, Nickelodeon, and COPA90.

July 1, 2021, London, United Kingdom: PromoMii, an A.I. technology-for-media startup, has been named ‘London’s Best Broadcasting Company – To Work For and Buy From’ by Best Startup, alongside major media houses BBC, ITV, Nickelodeon, and COPA90, following the recent release of their new, A.I. powered video search and creation platform, ‘Nova A.I.’.

Nova A.I. is already being used by the likes of Disney, NENT, VRT, and others. The new platform is making waves across the professional video industries due to its unique capability in allowing users to find specific clips within their content at hyper-speed, including everything from people to speech, objects, activities, emotions and even camera shots. This means editors, marketers, archives, and all other video professionals can find anything from explosions to celebrities at ground-breaking speed and ease, for making and editing trailers, films, ad-promos, all other video content and locating specific content in huge archives. The platform is conveniently extremely user-friendly, allowing even non-creatives to use it and edit their own video content.

Traditionally, as part of working with video, content owners, users, and creators have to review content, labelling everything that happens with timestamps. For 2 hours of content this can easily take up to 6 hours, and anything missed means having to review the content again. With Nova A.I., this process is reduced to a simple click of a button as the A.I. analyses the content and labels everything in micro detail. For 2 hours of content this takes 20 minutes. Users can now find anything they need, with no need for the content to be analysed again.

Despite there being a plethora of video editing software platforms on the market, Nova A.I. is the first of its kind in using A.I. efficient software to facilitate the ability of users to look through weeks worth of content in a matter of seconds - explaining its worthy nomination by Best Startup for the ‘Innovation’ category.

PromoMii’s software release reflects a growing need to produce and edit videos faster than ever, with video consumption and production sky-rocketing over the past year - largely due to the Covid-19 pandemic and the increasing dominance of social media. In addition to this, the 24/7 news cycle has only put more pressure on news editors to push out news stories at an increasingly fast rate to fight off competition from competing broadcasters. The release of Nova A.I. is therefore aptly timed, as it saves users huge amounts of time and costs, and will suffice in serving a variety of creatives hungry for a more efficient and streamlined video editing process.

Nova A.I. started with Michael Moss, CEO and Co-Founder of PromoMii, who began building the platform in 2016 after finding a niche in the market for this kind of smart software, recognising that creators across the board simply did not have the time or means to create enough content due to archaic video editing processes. Michael explains how his ultimate motivation in life is to bridge the gap between creativity and business with technological innovation, and that he hopes to do this with Nova A.I.

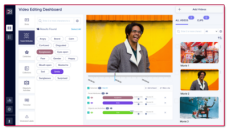
Michael says:

> There is a growing demand for more content without raising budgets accordingly. Content creators simply do not have the time or means to create enough content. Archives do not know what their archives contain. With Nova A.I., we have aimed to remove the most time-consuming process of working with video, to allow users to produce more content of higher quality and manage their archives efficiently.

A.I. is creating a paradigm shift in virtually every sector of the tech industry, but perhaps having the most profound impact within the video editing industry, due to its impressive time-saving capabilities. Like PromoMii has proved with Nova A.I., by integrating A.I into video and editing workflows, there is the potential for the world of video to be completely revolutionised by assisting video professionals in

Media:





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managing and editing their content effortlessly and seamlessly.

The future of Nova A.I. is looking bright. Head to https://www.promomii.com/ to find out more.

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