

I use Mnemonica on a variety of projects and find it equally beneficial whether I'm working on a feature film or a TV series. Myself and assistants can set up different rooms, so it's easy to share content with exactly the right people for each project. So, whatever the size of the production or the number of people involved, we always have clear control over who's seeing what. Whether it's checking dailies or signing off cuts, everyone only sees what they need to.

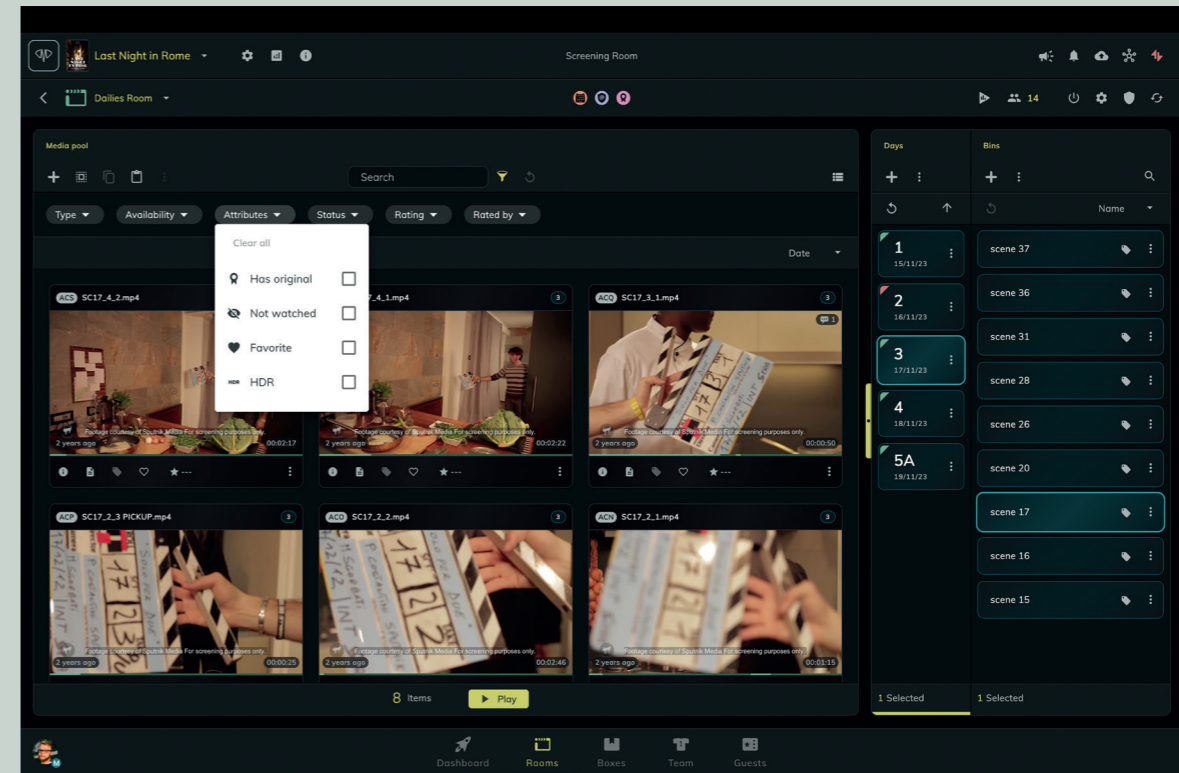
In my experience, one problem the platform solves is accessibility. Mnemonica is easy to pick up. Usually after someone's first use, they have a good grasp on its functions. This cuts down on a lot of the back and forth between viewers and cutting rooms when troubleshooting issues and resupplying a number of links and so on. Being able to just click the link and be in the designated room eliminates confusion and ensures only the people on certain distribution lists get access.

## REVIEWER: STEPHEN WALSH

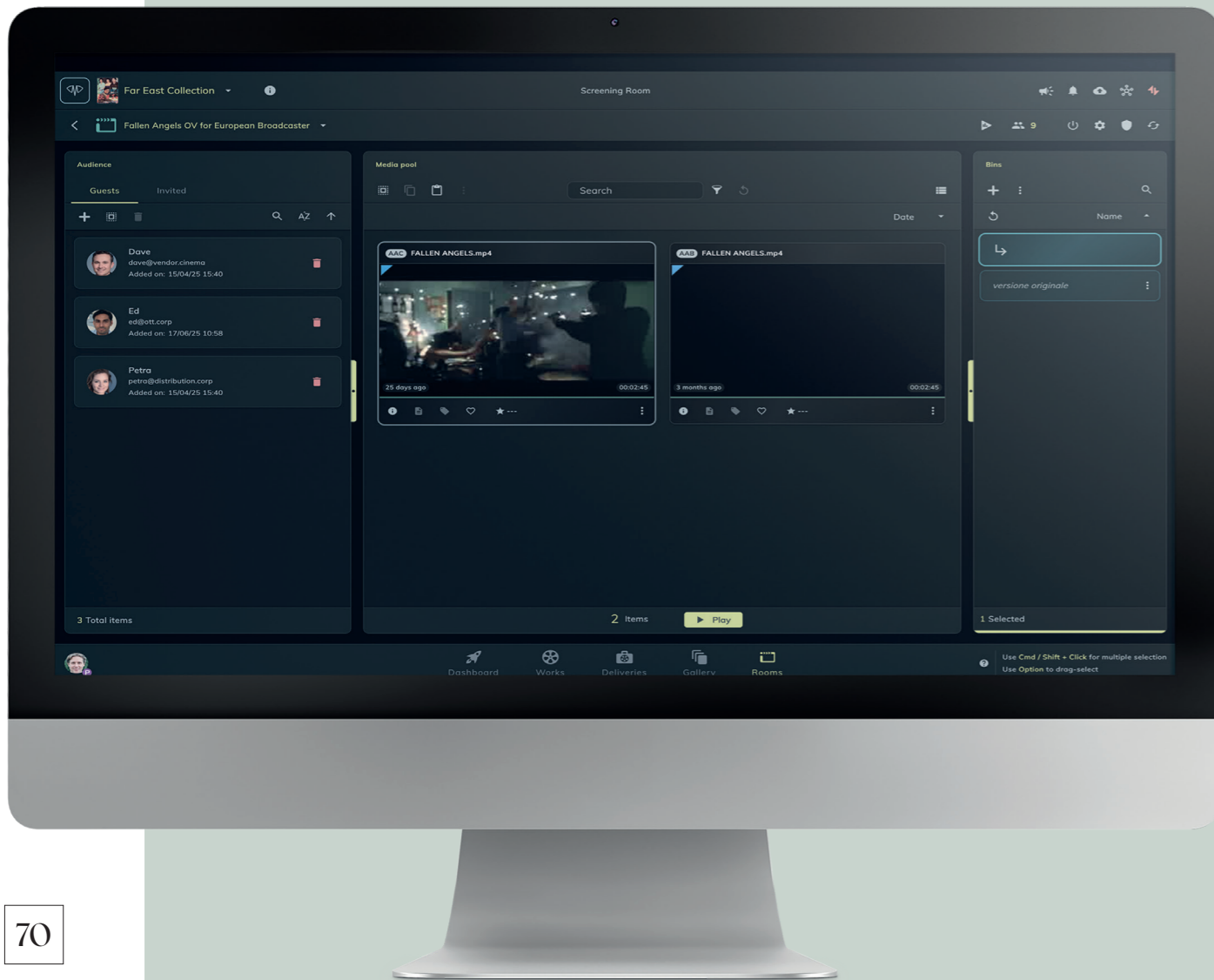
Stephen Walsh is a skilled post-production supervisor with credits including work for Channel 4, BBC Films, A24 and MGM. He began as a post-production runner at Evolutions Television, progressed through roles at Soho Digital Cinema and Pinewood Studios before working as an assistant editor and in-house VFX editor on major film productions.



**MAKING COLLABORATION HAPPEN** The platform makes it as easy as possible to burn in custom watermarks and share work back and forth



**MADE WITH YOU IN MIND** It doesn't take long for users to feel at home while navigating Mnemonica's intuitive interface



My first time using Mnemonica was on a project for MGM titled *Canary Black*. I was one of the first crew members in post onboarded, and the platform's founder Piero Costantini took the time to walk me through how to use everything, giving me information I could then pass on to my colleagues. As we progressed through the project, if I was ever unsure about something, he was on hand to provide training sessions. It was great customer service and hugely beneficial, as not only did it save the time figuring things out by trial and error would take, it also meant that the team interacting with it most had a direct dialogue with the Mnemonica team and could resolve any issues quickly. Its team also let us suggest improvements based on our experiences using the platform in practice on a feature film.

One of the most valuable elements of Mnemonica for me is being able to create Boxes and share work quickly. Having to send cuts to multiple different people is very common – no matter what scale the project is – and obviously content security is key! Being able to burn in custom watermarks has saved our assistants a great deal of time.

I also found it integrated into existing workflows extremely smoothly. Viewing

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I CAN'T RECALL MNEMONICA ever being down”

platforms have been a major part of the post workflow forever. Uploading data to Mnemonica starts when we do our initial camera tests and those clips stay with us right through until post and often beyond final delivery, when we are still sharing links to stakeholders!

From my perspective, aside from the usual teething problems you have when coming to terms with any new software, Mnemonica has been very stable and I can't recall it ever being down. Security is key, and our most important priority when sharing anything from the cutting room – as mentioned before – is being able to watermark in the program as well as add and remove people from Sharing Rooms as and when we please. So, productions always have control over who's viewing and when. The only real thing to flag on this front is that the initial

Box invite can confuse members as it goes to junk, so keep an eye out for that.

At first, Mnemonica seemed pretty similar to other tools I've used over the years, but its quality becomes ever more apparent with long-term use. I find the interface really user-friendly and easy to navigate, and sharing and creating Boxes is so simple and really enhances the accessibility for all users. All of this matters hugely on a project.

As you've probably guessed, I'd have no hesitation recommending the platform, especially for an edit assistant team. I've found cuts can be uploaded and distributed quickly, and it's great for people like myself and producers, as its features allow us to see not only who has viewed the content, but also how much they have watched. I hope to use it on my projects going forward! *sw*