

# mimbild

KLAS SVENSSON ULF NILSSON

**ONCE UPON A TIME** in the city of Borås in the west of Sweden Ulf Nilsson began his career as a young apprentice photographer with the local newspaper. Borås Tidning remained his employer until 1975 when he was asked to specialise as a medical photographer at Borås Lasarett, the local hospital. In parallel with working at the hospital Ulf started MIM ljud & bild. The primary focus for MIM was the production of video and traditional instructional presentations for schools as well as commercial/company presentations. In 1984 Ulf invested all his time and resource in MIM.

Ulf was ready to take on an apprentice of his own in 1984 and employed Klas in 1994. In 2002 they agreed that the time was right to expand and Klas invested as fifty percent owner of MIM and employed Peter. MIM was an early adopter of digital technology and invested in a drumscanner and repro and continue to stay current in the digital world. Today 3D/CGI (computer generated imagery) in multi media are at the core of MIM day to day business.

**TODAY** MIM Bild are 5 people with complimentary disciplines and areas of expertise. We deliver solutions in a wide range of areas from high tech product photography to fashion catalogues, advanced re-touch for dynamic images, prints as well as interactive media. We can build digital modules that can be manipulated, twisted and turned at the will of the user. We will create, edit and bring life to your products and services.

We are a full service image production company

with quality and personal service at the core of what we do. Many of our clients involve us early in their planning process in order to benefit from our long time relationships with designers, stylists, modelling agencies, copy writers etc adding value to every component of the project.

**STUDIO** Our studio is a 480 sq m loft in a century old industrial building with everything you need relevant to a modern media production company!

**TECHNOLOGY** We keep ourselves current with Hasselblad and Canon for still images and Canon DSLR, Con-tourHD, Steadicam and dolly. Lighting comes from PRO, Elinchrome, Desiti and PRO B-lighting.

**NEW YORK** Since 2003 Ylva has been on site in New York with the contacts and means to offer MIM clients "big city" exposure.

**3D/CGI** Many clients demand quick and accurate proofs to deliver on tight schedules and budgets and thats where 3D/CGI comes in. We work with hybrids, there we photograph in the studio with documented geometry and lighting and then migrate the result into a virtual environment....quick and efficient!

**FILM** Dynamic imagery and film have completely changed the industry! We can deliver it all from storyboard to final film. We can deliver the graphics and special effects you need to be seen

heard with access to voice media database of more than 1000 voices and 70 languages. With our Steadicam we can assist other production companies when needed.

**DATABASE** We've been in business long enough to have collected an enormous database of images that can be used in an unlimited number of ways only limited by your imagination!

**DELIVERY** We deliver in the format you need whether it be ftp, in an app, on the web or hard copy. We can print on a variety of surfaces and material from giclée print (arts Print) to quick and simple solutions. We often are called upon by sign makers and exhibitions to help them meet their needs.

**ONE STOP SHOP** If you enjoy the stress of booking flights, hotels and sourcing locations for your next shoot then knock yourself out.

For everybody else there is MIM Bild, ready, willing and ....



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