SCALE LOGIC

MEDIA WORKFLOW SOLUTIONS

The customer:

BLACK SPOT.

The Solution:

CaraOne's highly secure, on-premise AI Media Content Discovery Engine appliance

About CaraOne

A beacon of innovation in the realm of media management, CaraOne developed by Obvious Future is a highly secure, on-premise AI Media Content Discovery Engine appliance. By ingeniously grasping media context, CaraOne eliminates the need for laborious tagging and metadata input, revolutionizing the way producers and editors operate.

Widely embraced by organizations, CaraOne's innovative approach unlocks the latent potential of an organization's media across various storage tiers, including archives. With CaraOne, users can seamlessly explore and utilize vast repositories of media content. Moreover, the platform streamlines media workflows and enhances productivity, leading to unparalleled efficiency. By empowering teams to achieve more in less time, CaraOne enables them to drive impactful outcomes and achieve their goals effectively.

> "Things are going fantastically, and we couldn't be more thrilled with CaraOne."
>
> John Laskas, Creative Director/Founder
> Black Spot Media Group
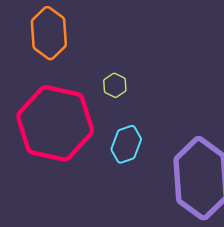
About Block Spot Media

Based in New York, Black Spot Media is a dynamic full-service agency known for its versatility in delivering comprehensive solutions from concept to completion. Their expertise encompasses pitching, writing, shooting, editing, mixing, and finishing, allowing them to excel in various projects—from creating captivating trailer campaigns to executing flawless live award shows.

Operating from their state-of-the-art SoHo sound stage and multiple global locations, Black Spot Media ensures seamless project execution worldwide.

The Challenge

For some time, Black Spot Media editors had expressed frustration over the prolonged search time within their Avid Media Composer environment.

Adding to the complexity, the company's legacy content lacked sufficient metadata, further hindering the search process. With a vast repository of media assets and a less-than-optimal organizational structure, pinpointing specific items had become increasingly challenging.

Recognizing the pressing need for enhanced search capabilities, Black Spot Media sought a solution that could efficiently sift through their extensive archives, enabling quick and accurate retrieval of content—and streamline workflow and boost productivity for their editing team.

The Solution

The channel partner introduced Black Spot Media to CaraOne, illustrating its potential to transform media management. Following a demo at NAB New York, Black Spot Media sought a detailed presentation for their team.

During their tailored demonstration, the channel partner showcased CaraOne's outstanding adaptability as a standout trait—highlighting how the storage-agnostic solution seamlessly integrates with different platforms, ensuring compatibility with various setups. CaraOne is also optimized to work flawlessly with Avid Media Composer, offering users a streamlined editing experience. Finally, the integrator also demonstrated that, depending on the file format and storage platform, CaraOne's indexing speeds were 6 to 11 times faster than real-time for hours of video content, emphasizing its impressive performance flexibility and efficiency in managing diverse media libraries.

This thorough demonstration solidified Black Spot Media's decision to invest in CaraOne, confident it would effectively tackle their challenges and optimize media workflows.

The Results / Benefits

The CaraOne installation process was seamless, requiring only one technician, and seamlessly integrated with their Nexis-based projects and Avid Media Composer, guaranteeing a smooth workflow.

CaraOne's implementation marked a transformative shift for Black Spot Media by eliminating the laborious process of manual tagging. Traditionally, tagging consumed valuable time and often led to inconsistencies due to varying interpretations by individuals. With CaraOne's AI-powered scanning capabilities, this tedious task became a relic of the past.

Moreover, by autonomously analyzing video content beyond predefined keywords, CaraOne not only accelerated searches but also unearthed hidden gems within older footage, even those with minimal or no tags.

This revolutionary approach not only saved time but also enhanced the breadth and depth of discoverable content, surpassing the limitations of manual tagging. As a result, Black Spot Media experienced heightened efficiency in accessing and using their media assets, propelling their productivity and creativity to new heights.

> "We can't say enough good things about CaraOne from Scale Logic. Its user-friendly interface makes discovering resources a breeze, while its adaptive learning capabilities ensure we're always presented with relevant content. It's like having a smart assistant tailored to our media needs."
>
> **— John Laskas,**
> *Creative Director/Founder*
> *Black Spot Media Group*

Conclusion

CaraOne has revolutionized Black Spot Media's media management, tackling their search efficiency challenges head-on with unprecedented results. With seamless integration into their existing infrastructure and elimination of manual tagging, the company has reclaimed precious time—and content discovery accuracy has soared. This pivotal shift has not only enhanced efficiency but also ignited innovation, solidifying Black Spot Media's position for even greater success within the dynamic media landscape.

> "We've had it up and running on our Nexis-based projects and it seems to be working very well. We've had no problems integrating with Media Composer, which is huge!"
>
> **— John Laskas, Creative Director/Founder**
> **Black Spot Media Group**