



MEDIA WORKFLOW SOLUTIONS

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## Unlocking Speed, Creativity, & Control

A Practical Guide to AI Search in  
Modern Media Workflows

Powered by CaraOne – NAB 2025 Product of the Year

## INTRODUCTION: A NEW ERA IN MEDIA SEARCH

Media professionals are under more pressure than ever. Teams are expected to produce more deliverables across more platforms in less time and often with fewer resources. Editors and producers must navigate terabytes of untagged footage to find the right moment, soundbite, or emotional beat to bring a story to life. Meanwhile, traditional methods of media organization—manual logging, clip labeling, and folder structures—are breaking under the weight of today's demands.

Artificial intelligence (AI) rapidly reshapes how media teams meet those demands. It does not replace creative professionals but enables them to do more of what they do best: create. Among the most transformative advancements is AI-powered content search, which eliminates the slow, manual process of media discovery and replaces it with intuitive, lightning-fast results.

CaraOne, Scale Logic's award-winning AI search platform, fits the modern media workflow. It addresses common industry pain points, describes how real teams use it today, and explains how to get started with AI search in your post-production environment.



## WHY TRADITIONAL SEARCH WORKFLOWS ARE BROKEN

The concept of media asset management has remained unchanged for decades. Footage is imported, logged, tagged, sorted, and manually categorized. Assistants and interns spend hundreds of hours watching clips, creating spreadsheets or folders to help editors find the right moments later. However, some projects never receive proper metadata tagging simply because the time or staff aren't available.

Even when tags exist, they are only as good as the assumptions made during ingestion. An assistant might label a clip "Interview," but not realize that the subject smiles when talking about a childhood memory within the same clip. The only way to find that moment again without seeing it is pure luck or exhaustive searching.

This isn't just inefficient; it's expensive. Every hour spent searching is not spent editing, storytelling, or delivering. The creative team ends up doing more administrative work and less creative work. Over time, the impact adds up: missed deadlines, increased costs, and reduced project quality.

## ENTER CARAONE: AI SEARCH WITHOUT THE HASSLE

CaraOne is changing the paradigm. Built from the ground up for media professionals, it uses on-premises AI to analyze video and audio content without requiring manual tagging, setup, or internet access. It automatically ingests footage and makes it fully searchable by people, objects, locations, emotions, spoken phrases, or conceptual themes.

Unlike cloud-based AI models, CaraOne is fully self-contained and secure. It fits seamlessly into enterprise media environments where data privacy, compliance, and IP control are critical.

CaraOne is different from other AI tools because of its speed, accuracy, and real-world usability. The platform isn't a black box—it's a creative assistant that understands editors' needs. Want to find every moment a character shows sadness? Need to pull a drone shot with "sunset over water"? Looking for a quote about resilience from a 300-hour documentary library? CaraOne delivers those results instantly.

## CARAONE IN ACTION: REAL-WORLD WORKFLOW EXAMPLES

To understand CaraOne's impact, let's examine a few sample scenarios based on how real customers are using the platform.

### SCENARIO 1: SPORTS HIGHLIGHT COMPILATION

A major sports broadcaster receives hundreds of hours of game footage each week. Traditionally, a team of editors and loggers manually tag every goal, reaction shot, sideline interview, and b-roll. With CaraOne, footage is ingested overnight and available for search in the morning. Editors can type "player celebrates goal" and instantly retrieve relevant scenes without watching the footage in advance.

#### RESULT

**What took 3-4 days is now completed in a few hours, and highlight reels can be delivered in near real-time.**

### SCENARIO 2: FACTUAL TV AND DOCUMENTARY PRODUCTION

A production company working on a long-form nature series faces 500TB of drone, wildlife, and interview content. Rather than comb through each file manually, the team uses CaraOne to search for sequences involving "ocean wildlife," "predator hunting," or "child laughing during interview." The editor instantly gets dozens of highly relevant options.

#### RESULT

**The team accelerates pre-edit planning and rough cuts by 8-10x, freeing editors to focus on storytelling rather than organization.**

### SCENARIO 3: CRISIS NEWS COVERAGE

A newsroom receives breaking footage from field reporters—none of it is tagged, and it is all urgent. They need to locate shots showing "rescue efforts," "emotional interviews," or "storm damage." CaraOne processes the footage in real time and delivers precise results that support fast-paced, editorial decision-making.

#### RESULT

**Faster time-to-air, higher impact journalism, and less editorial chaos.**



## HOW IT WORKS: A SIMPLE INTEGRATION FOR COMPLEX

CaraOne is designed for simplicity and scalability. It installs on-premises and integrates with all major NLEs and media storage environments. Whether you're using Avid, Premiere Pro, DaVinci Resolve, or another platform, CaraOne can plug in and start indexing immediately.

Getting started is remarkably easy. In most cases, the setup takes less than a day. Once installed, users log in via a simple interface and search using natural language or pre-set parameters. The system automatically indexes files once footage is ingested into the shared storage environment.

Cloud permissions, VPNs, and complex AI training sessions are unnecessary. CaraOne is designed so editors, producers, and assistants can use it without technical expertise or retraining on day one.



## WHAT YOU CAN SEARCH FOR (WITHOUT TAGS)

One of CaraOne's core differentiators is its contextual awareness. It doesn't just "see" what's in a frame—it interprets it. You can search using terms like:

- A specific quote ("We're not backing down")
- A concept ("grief" or "hope")
- Visual content ("drone shot over forest")
- Emotions ("happy child")
- Locations ("crowded city street at night")
- Objects ("blue pickup truck" or "wedding ring")
- Faces and individuals, even across years of footage

In practice, this enables creative professionals to explore their entire library in ways that would be impossible manually. It also unlocks hidden value in older archives, where footage may never have been fully logged.

## SECURITY & SPEED YOU CAN TRUST

Unlike many generative AI tools that operate in the cloud and raise data privacy concerns, CaraOne runs entirely on-premises using a closed AI model. This ensures complete data security and compliance for media companies with sensitive footage, unreleased projects, or contractual privacy requirements.

Speed is another significant advantage. CaraOne can return results from massive, raw datasets in seconds, whether searching across gigabytes or terabytes. In fact, during recent demonstrations, CaraOne successfully identified three target clips within 30 seconds from over 500GB of untagged material. No prep. No tagging. Just results.

## A CREATIVE FORCE MULTIPLIER

What does CaraOne mean for your creative team? In one word: freedom.

By removing the bottlenecks of manual review, your most valuable team members can focus on ideation, editing, and experimentation. Assistant editors are no longer stuck cataloging. Senior editors can immediately dive into cuts. Junior staff can search like veterans.

It also democratizes access to footage, allowing producers, marketers, and clients to find the necessary moments without waiting for editorial time.

CaraOne makes your entire team faster, more productive, and more creative.



## NEXT STEPS: TRY IT ON YOUR FOOTAGE

CaraOne isn't just a concept—it's available now, and the results speak for themselves. As a thank-you for your interest, Scale Logic offers qualified teams a free CaraOne AI-enhanced search on your media library. See what it's like to find the unfindable, instantly.

You'll also receive our downloadable "AI Workflow Planning Checklist" and gain access to early trial opportunities.

If you're ready to take your post-production workflow into the next generation, it's time to see CaraOne in action.

## FROM OVERWHELMED TO UNLOCKED

The pace and pressure of modern content creation aren't slowing down. But with tools like CaraOne, you don't need to work harder—you can work smarter. AI search is no longer a futuristic ideal. It's here. It's practical. And it's helping teams unlock the full potential of their content, talent, and creative vision.

Scale Logic is proud to lead that evolution with CaraOne. Reach out to schedule a trial or speak to a product specialist today.

**SPEAK WITH AN EXPERT**

