

Traco AI Bundles Overview

Each bundle includes full installation and native integration with Avid MediaCentral Cloud UX, enabling AI-powered content processing directly inside the newsroom environment—without disrupting existing workflows.



AI Services Included

Speech-to-Text

(Speechmatics On-Prem – Real-Time, Growing Files Support)

Enterprise-grade real-time speech recognition running fully on-premise. Processes live streams, batch media, and growing ingest files into accurate, time-coded transcripts with speaker separation.

Operational Impact:

- Search content while it is still ingesting
- Immediate transcript availability for live and recorded feeds
- Full data sovereignty – no external cloud dependency
- Designed for high-volume broadcast environments

Translation

(DeepL Cloud Integration)

High-quality neural translation for multilingual transcript and subtitle generation. Enables rapid cross-border content distribution and international newsroom collaboration.

Operational Impact:

- Broadcast-ready multilingual subtitles
- Natural language accuracy suitable for editorial use
- Seamless integration within Cloud UX
- Accelerated international publishing workflows

Summarization

(On-Prem AI Models)

Automated generation of structured, editorial-ready summaries from transcripts, enabling faster assessment of long-form material.

Operational Impact:

- Reduced review time for editors
- Faster decision-making in breaking news situations
- Enhanced archive research efficiency
- Fully on-premise processing

Face Recognition with Centralized Database

(On-Prem AI Identity Engine)

Detects, tracks, and identifies individuals across the archive. Maintains a structured person database with timeline segments and screen-time analytics.

Operational Impact:

- Instantly locate appearances of individuals
- Track historical presence across thousands of assets

- Support compliance monitoring and investigations
- Promote unidentified persons once confirmed

Speaker Identification

(On-Prem – Optional Face Recognition Pairing)

Identifies and distinguishes speakers within transcripts. Can be paired with face recognition for synchronized audio-visual identity validation.

Operational Impact:

- Immediate “who said what” traceability
- Higher confidence in investigative workflows
- Improved transcript structure and usability
- Enhanced metadata reliability

Video Analysis

(On-Prem AI Visual Intelligence)

Includes:

- Scene detection
- Structured visual descriptions
- Visual summarization
- Context-aware OCR
- Intelligent tagging

Automatically analyzes video content to extract structured visual metadata.

Operational Impact:

- Locate scenes without manual viewing
- Extract on-screen graphics and captions
- Improve archive navigation
- Enable deeper content indexing

Semantic Search

AI-powered search that understands context and meaning—not just keywords. Enables discovery of conceptually related material even when exact phrasing differs.

Operational Impact:

- Find content beyond literal word matches

- Discover related footage by topic or intent
- Accelerate investigative research
- Extend MediaCentral search capabilities

Extended Transcription & Translation Export

Supported formats:

- TXT (optimized for Media Composer workflows)
- DOCX (editable editorial format)
- SRT (broadcast subtitle standard)
- WebVTT (digital and OTT distribution)

Operational Impact:

- Immediate usability in editorial pipelines
- No reformatting required
- Direct publishing to broadcast and digital platforms

Platform Components Included in Every Bundle

AI Backend Platform

Enterprise-grade AI orchestration layer including:

- PostgreSQL metadata database
- Job scheduling engine
- Cluster management
- Scalable AI workers

Infrastructure Value:

- Horizontally scalable architecture
- Role-based security
- Designed for high-volume ingest
- Production-ready deployment model

Cloud UX Connector

Native integration with Avid MediaCentral Cloud UX, exposing AI-generated metadata directly within the existing editorial interface.

Infrastructure Value:

- No workflow disruption
- Native search integration
- Immediate metadata visibility
- Faster content reuse

Installation

Professional deployment including configuration, AI service setup, storage integration, MediaCentral connectivity, and validation.

1-Year Support

Includes updates, technical support, and ongoing system consultation to ensure stable operation in production environments.

Bundle Capacity Overview

Bundle Processing Capacity per Year (per AI Service)

S	3,000 hours
M	9,000 hours
L	18,000 hours

Capacity applies individually to each AI service (STT, translation, summarization, face recognition, video analysis, speaker identification).

Custom capacity models available upon request.

High Availability Option

Bundle L – 3-Node Fault-Tolerant Cluster

Optional 3-node fault-tolerant deployment model ensuring uninterrupted operation in 24/7 broadcast environments.

TRACO BROADCAST APPLICATIONS

Infrastructure Value:

- No single point of failure
- Load-balanced AI processing
- Enterprise-grade redundancy
- Designed for continuous newsroom operations