PRG offers studio environments created for pre-recorded and live content for digital events.
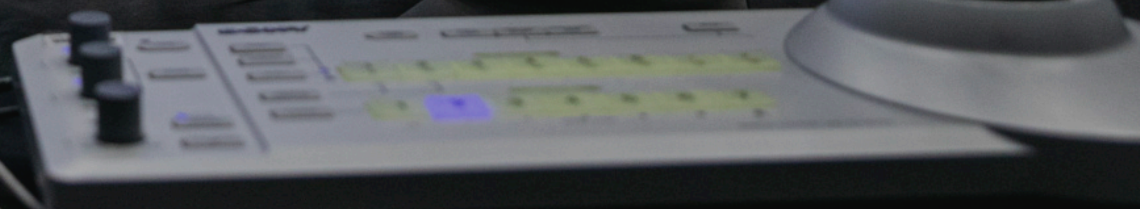
Our studio environments are built for easy, fast, efficient production at any scale, from a livestreamed corporate presentation to a dynamic music video featuring an immersive virtual set.

Purpose-Built for Production Today

All of our studios were created or adapted for the new climate for video creation.

Inventory

Anything or anyone you need is on-site, ready to go to work for your production.

Scalability

Our network of studio environments can accommodate shoots of any scale or type, from corporate presentations to high-level entertainment productions.

Experience

PRG Studios are your gateway to experts in every production specialty, including camera, broadcast and streaming, lighting, audio, video and more

Innovation

Our network of studios leverages technologies that can help make your digital event a truly immersive experience

Agility

The new event landscape moves fast and changes instantly. We're ready to adapt as events affecting your production warrant

PRG

Safety

We believe that safety comes first and have created production environments responsive to all available guidance and common sense.

- Social distancing and proper PPE guidelines at all locations

- Temperature scanning, wellness declarations and other measures at all access points

- Sanitization of space and equipment between bookings

- Dressing rooms, green room and kitchen designated for exclusive client use

- Equipment operation from a remote-control room

- Separate entrance to studio from parking lot

Full Service

PRG has the world's largest inventory of production technology. Everything you need is on hand. No time is wasted.

- *Camera.* Leading names in cameras and optics prepped to your specifications
- *Lighting*. Studio and automated
- *Audio.* Leading brands in digital consoles, RF, wired and wireless intercom
- *Video*. LED, projection and video record/playback/switching
- *Digital Solutions.* Broadcast and streaming capabilities for all linear and digital platforms
- *Scenic.* Fabrication, automation, rigging

PRG

People

We are a company defined by people with unmatched expertise and commitment to the success of your project.

- Lighting, audio and LED technicians
- Intercom Techs
- Camera operators
- Media server operators
- Video engineers
- Livestream engineers

Innovation

PRG holds 250+ patents and trademarks, many of which have transformed contemporary production practice. These are available at our studios:

- *xR Stage (Available at Virtual Production Studio only)* PRG is a leader in this space, enabling the layering of 3D on real people and object to create the most immersive viewing and performing experiences

- *35Live!* Multi-cam workflow combines the immediacy of broadcast with a cinematic aesthetic

- *GroundControl Followspot System* Emmy Award winner; safe, remote operation

- *Mbox Media Server* Product family for playback and compositing of every form of media asset
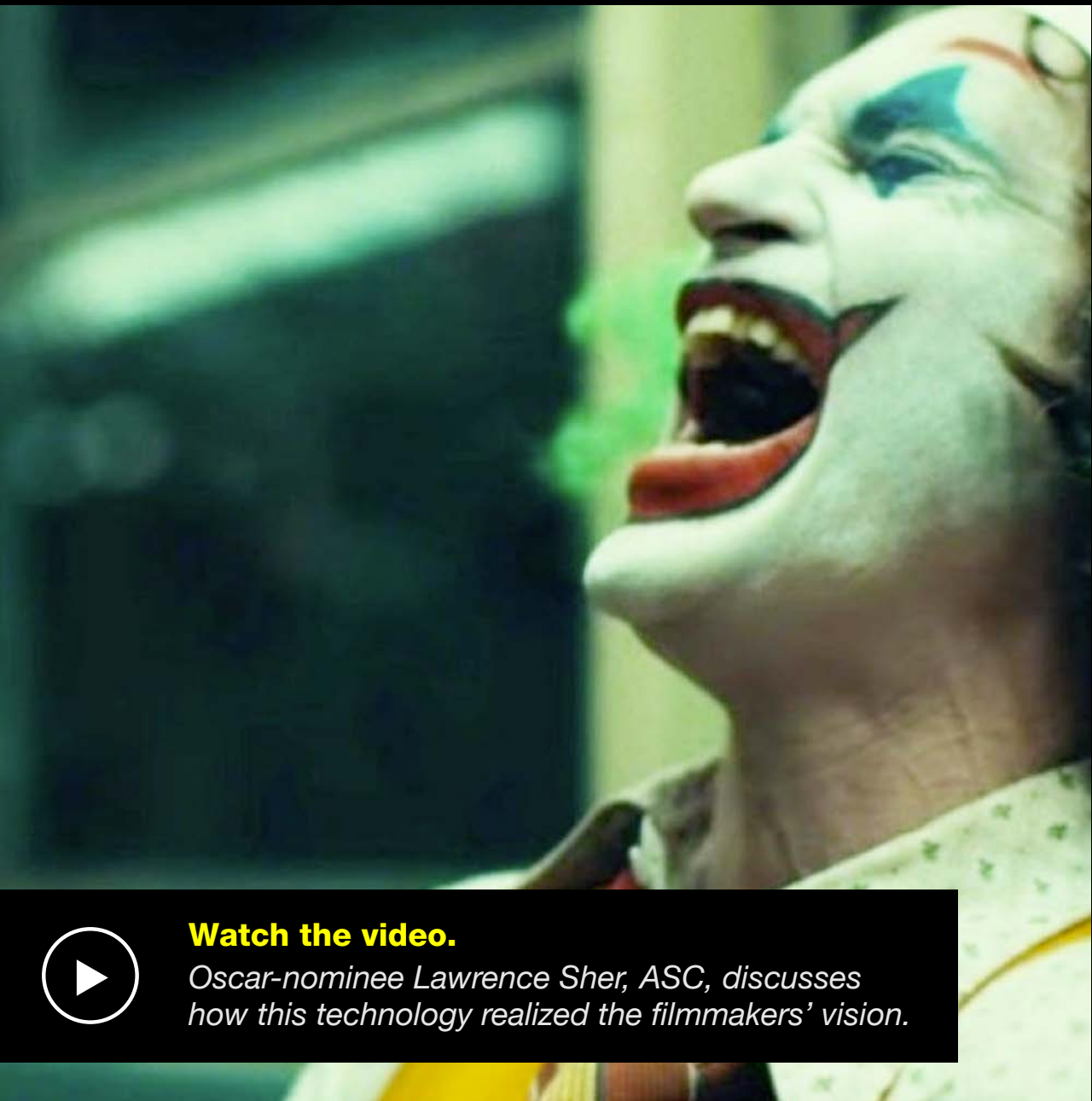
PRG

Live Video Production & Switching

PRG's digital studio network includes five switching studios in Chicago (3), Los Angeles, and Orlando.

- Our team manages switching between live and pre-recorded content, monitors the feed and handles streaming to any platform

- Technical Director manages the show flow and cues up to eight (8) presenters within the platform to go live

- PRG's tech team seamlessly transitions from live or pre-recorded content in the event platform to live panels or group discussions

- All production is handled behind the screens, providing a smooth, engaging experience for attendees including chat, polling, Q&A and two-way communication

Watch the video.
Oscar-nominee Lawrence Sher, ASC, discusses how this technology realized the filmmakers' vision.

Enhanced Environments

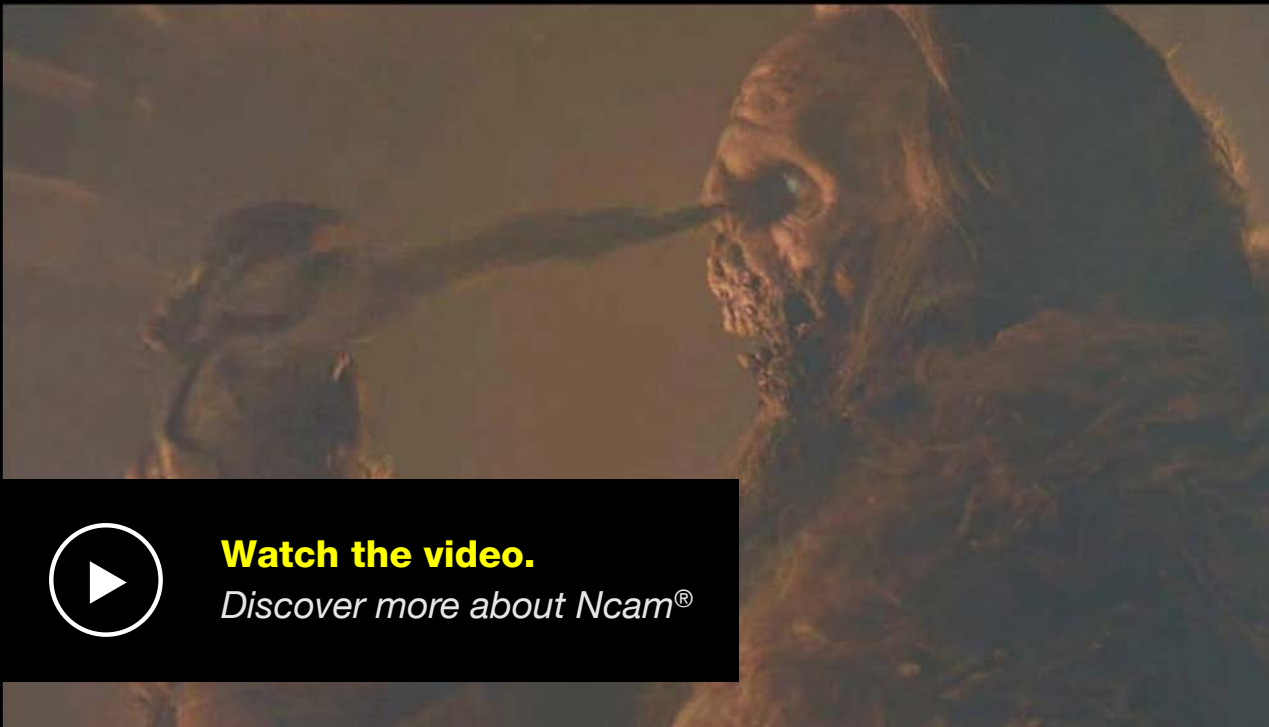## Proprietary technology used by two of 2020's Oscar nominees in Cinematography

- Projection and LED screens create natural-looking backgrounds and lighting reflections on set

- Controlled, immersive environment allowing actors to respond and visualize

- Ability to bring a specific location to any stage and shift instantly from day to night

- In-camera imaging

- Replaces green screen

- Reduces post-production cost

- Playback in controlled on set from our media servers, creating a truly interactive and immersive environment

PRG

Ncam®

Virtual production technology providing real-time camera tracking

- Highly mobile and delivers live pre-visualization of environments, set extensions and CGI elements directly in-camera

- Easily integrates into existing workflows and provides accurate on-set framing tools

- Consists of multi-sensor camera bar and a tethered server system

- Can attach to any type of camera without requiring modifications to the set or location

- Visualize VFX shots in real-time

- Replaces blue and green screens

Watch the video.
Discover more about Ncam®

PRG

Virtual Crowd

Virtual Crowd is a fully scalable and customizable multimedia technology

- Allows artists, speakers and performers to interact with their fans, employees or clients in real time

- Seamlessly showcases high-quality production value and design within the online experience

- PRG's industry-leading expertise, service and solutions form the technological engine behind Virtual Crowd

Visit Fireplay's website.
Discover more about Virtual Crowd

PRG

Studio Locations

Los Angeles

A highly customizable, multi-camera solution ideal for everything from a livestreamed corporate presentation to a pre-recorded music video - can support xR and Virtual Production.

Facility Specifications

- Facility Specifications
- San Fernando location. 40 minute drive from downtown
- 4300 sq ft of HVAC space, 55' x 79'
- Truss maximum trim height of 22'
- Power 400 amp 208 volt
- Hardline internet connection: 100MB up/30MB down
- Virtual Background: LED walls, (2) 16' 5"h x 24' 7"w (1) 16' 5"h x 16'w
- LED Floor: 248x active LED tiles
- White cyc or green screen
- Green Room and Kitchen
- Isolated control room with glass viewing enclosure
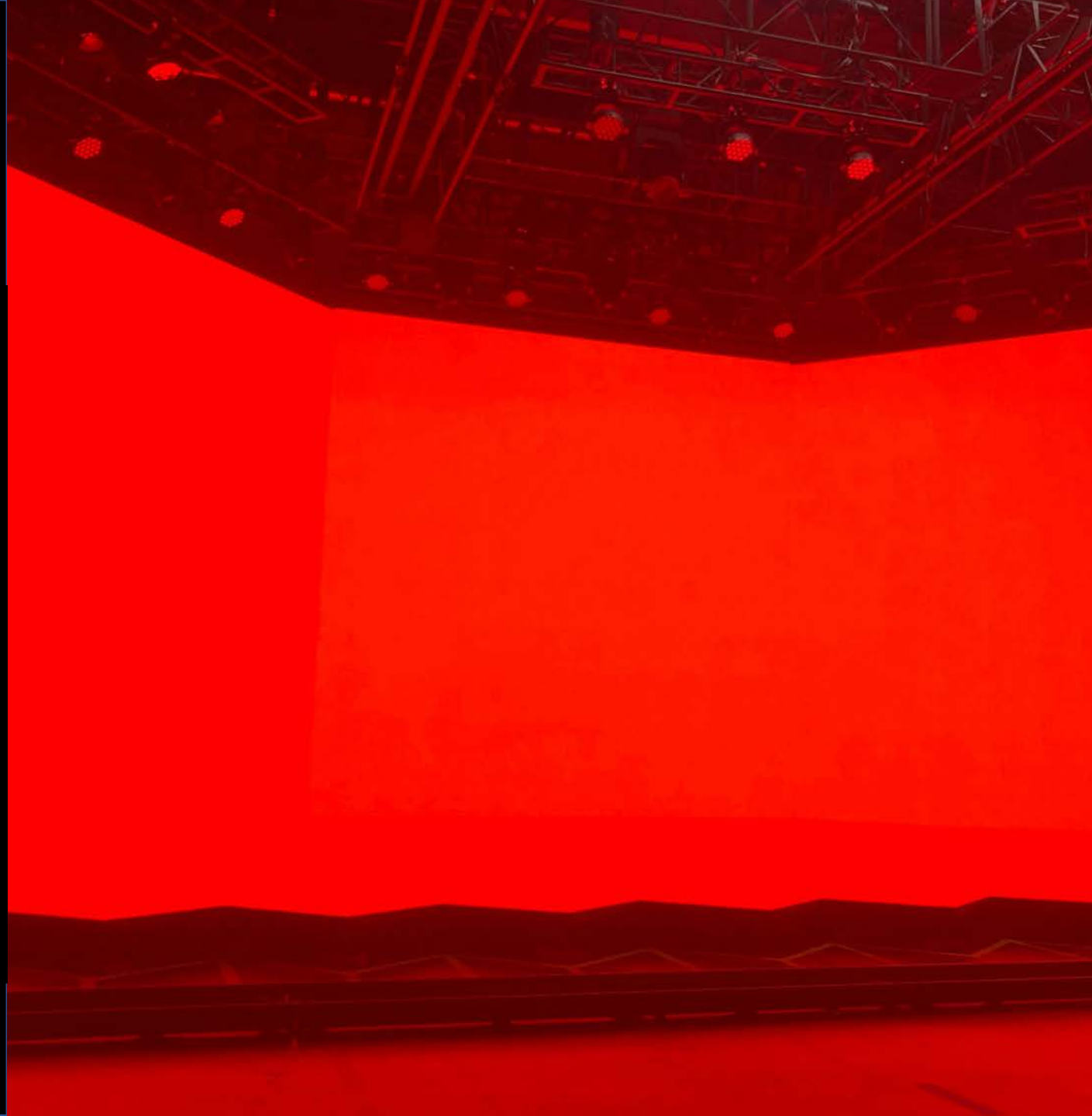- Private bathrooms available

PRG

Chicago

Built for fast, efficient production at any scale, this studio is designed for livestreaming or recording of corporate presentations like keynotes, product launches and town halls. It can also be easily configured for commercial and music shoots.

Facility Specifications

- Space 3,070 sq ft, 45' x 50' stage
- Ceiling grid height 27"
- Power (2) 200 amp
- Virtual Background: LED wall, 16.5' high x 50' wide, 2.9mm resolution
- LED Floor, 50' wide, 6.2mm resolution
- Green Room, Dressing Rooms, Production Office, Kitchen
- 24-hr access
- On-site parking

PRG

New York

A stylish, flexible space that can be customized for photo and video shoots, branded experiences and special events.

Facility Specifications

- Secaucus location. 10-minute drive from Lincoln Tunnel

- Space 1920 sq ft, 80' x 24'

- Ceiling height 21'

- Ceiling grid

- Power: (2) 100 amp and (1) 30 amp

- Livestreaming capability 720p/1080p/4k

- Hardline internet connection 100MB up/30MB down

- Wood floor

- White cyc or green screen

- Virtual Background: (1) LED wall, 9' h x 16' w (*modifications available*)

- Green Room, Kitchen and Dressing Rooms

Orlando

Built to meet the increasing demand for professional quality streaming of corporate meetings and presentations.

Facility Specifications

- Space 1150 sq ft, 50' x 23'
- Ceiling height 20'
- Ceiling grid
- Power (1) 100 amp
- Livestreaming capability: 720p/1080p/4K
- Hardline internet connection 100MB up/30MB down
- Concrete floor
- White cyc or green screen
- Virtual Background: (3) LED walls, sides 10' h x 10' w, back 10' h x 16' w (*modifications available*)
- Green Room and Kitchen

Nashville

Created to serve Nashville's music community, this location features live performance production elements and remote control camera systems for an "at-the-show" fan experience.

Facility Specifications

- Space 2400 sq ft, 60' x 40'
- Ceiling height 32'
- Ceiling grid
- Generator Power
- Livestreaming capability: 720p/1080p/4K
- Hardline internet connection 100MB up/30MB down
- Concrete floor
- Virtual Background: ROE CB5 LED wall 48'w x 24'h
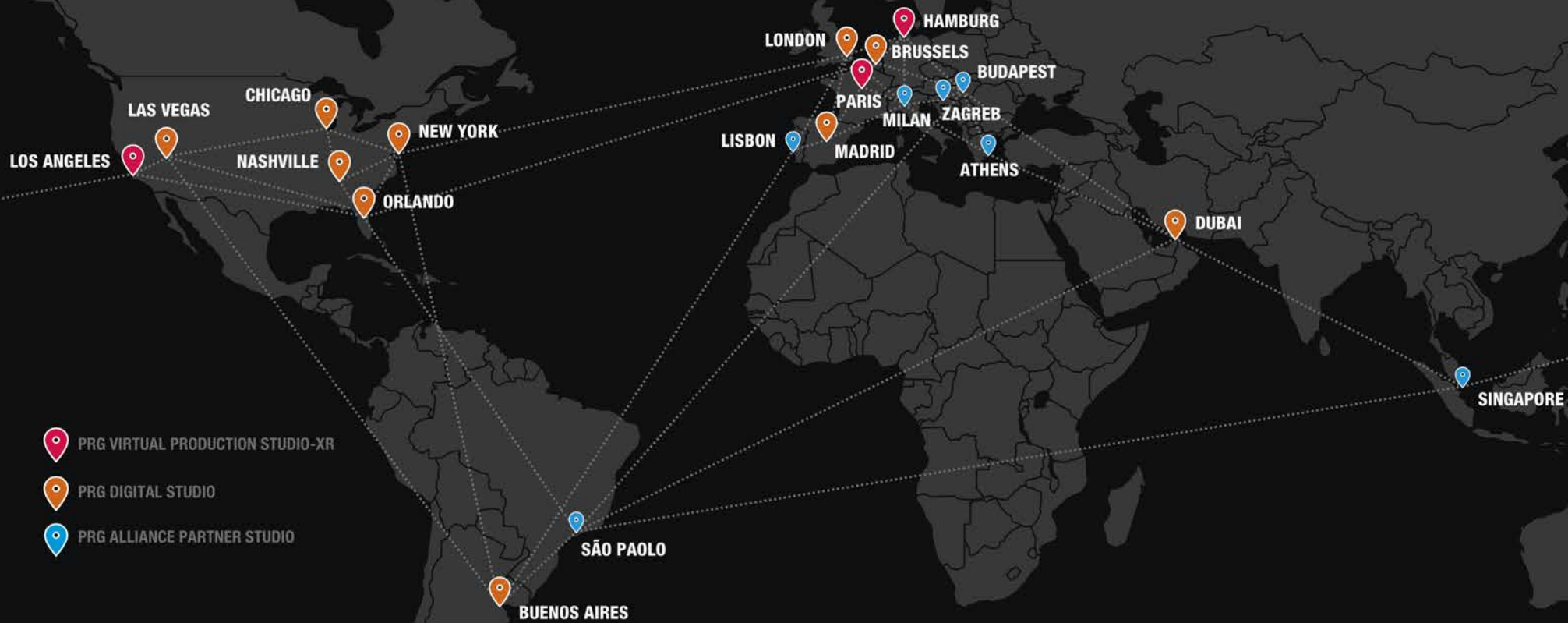- Green Room and Kitchen

PRG

Las Vegas

Located just 5 minutes from the Las Vegas strip this studio was created to meet the needs of local acts including music, comedy and magic, as well as corporate presenters. It can be used for rehearsals, recording or livestreaming.

Facility Specifications

- Space 3375 sq ft, 75' x 45'
- Ceiling height 24'
- Ceiling grid
- Power (2) 200 amp
- Livestreaming capability: 1Gbps up/down
- Virtual Background: tracking LED walls, green screen
- 24-hr access
- Climate control
- Green room, kitchen, dressing rooms

PRG Digital Studios

Case Studies

PRG

Masimo

Commercial from medical device company Masimo utilizes xR technology to illustrate how COVID-era challenges have led them to grow as a company

- Shot at PRG's Virtual Production Studio in Los Angeles
- Narrated by Morgan Freeman and features original song by Miranda Lambert
- One of the first COVID-era shoots to set the precedent for productions
- Client: Like Minded Entertainment

Watch the video.

Trans-Siberian Orchestra

The most beloved and hard-working holiday touring act joined the streaming train this season with an electrifying 90-minute performance of its album, "Christmas Eve and Other Stories"
- Lighting, cameras, LED, audio and crew by PRG
- Record-breaking PPV viewership
- Shot at PRG Digital Studios Nashville

Gamescom ONL

The gaming showcase hosted by Geoff Keighley was broadcast completely live from our Virtual Production Studio in Los Angeles

- Camera setup: two Sony F55's on the Furio floor mounted robotic camera system and one Sony F55 on a Jimmy jib
- Ncam system for real-time rendered 3D content with Unreal Engine
- Set extensions and CGI elements integrated into the xR workflow

Katy Perry American Idol

Extended Reality (xR) was used to create a virtual 3D interactive environment that enveloped the singer
- Graphics completely run in real time
- Scenery instantly reacted to the movements of tracked cameras, the singer and props
- The xR Stage at our Virtual Production Studio provided a safe production environment within COVID-19 guidelines

"I filmed it on this incredible new technology; it's augmented reality and virtual reality on a green screen. Someone set it up for me, I went in there, I filmed it, and then I left" – Katy Perry to Variety

Watch the video.

Cole Swindell Virtual Audience

At PRG Digital Studios Nashville, Cole Swindell became the first artist to demo Fireplay's Virtual Crowd technology

- Fans got an intimate performance from Swindell
- The artist was able to see their reactions in real-time on an LED screen behind him
- PRG provided studio space, LED, audio, lighting and streaming
- Read the article on Forbes

Fortnite Spotlight Series

In-game concerts for Fortnite's Spotlight Series were shot and livestreamed from our Virtual Production Studio

- Full lighting, video, audio, camera, broadcast equipment and crew from PRG
- Ongoing series with upcoming artists, Anderson .Paak pictured
- Fans were given an interactive concert viewing experience in Party Royale gaming mode

Watch the video.

Budweiser Rewind

In this web series, concerts are livestreamed to YouTube with an interactive Zoom component between the artist and select fans

- Camera, audio, LED, lighting, video and engineering systems by PRG
- Social distanced workspaces including artist green room and separate control rooms
- Black Eyed Peas pictured on the xR Stage at our Virtual Production Studio

Watch the video.

Blake Shelton

Award-winning country music artist and television personality Blake Shelton's exclusive one-day-only drive-in performance was taped at PRG Digital Studios Nashville

- Guest appearances by Gwen Stefani and Trace Adkins
- PRG provided lighting, audio, LED, comms and camera
- Shot with 35LIVE!™ proprietary tech
- Screened simultaneously at 300 participating drive-in locations throughout the country

Justin Bieber NYE

We supported Justin Bieber's record-breaking T-Mobile sponsored livestream at the The Beverly Hilton Hotel with lighting and video services.

- Lighting order included more than 375 fixtures
- Furnished an impressive multi camera system, and our proprietary Mbox media server
- Rehearsals held at PRG's Virtual Production Studio over the holiday season