

# TECHNOLOGY. EXPERTISE. SOLUTIONS.

Drive-In Experiences

June 26, 2020



As live entertainment pivots, drive-ins have emerged as a safer alternative to events that would otherwise take place in movie theaters, houses of worship, stadiums and arenas.

**PRG is uniquely qualified as your end-to-end partner,** in creating a drive-in experience that captivates your audience.



Drawing illustrates recommended components under ideal conditions





# Why PRG?

PRG has everything you need to host a safe open-air experience, from drive-in concerts and cinemas to graduations and community gatherings. Our breadth of work across corporate, music, theatre, film and television gives us the creative edge.

Whether you're looking to livestream content to the big screen or create a multipurpose stage hosting a variety of acts, our event experts can help you brainstorm the best way to bring your event to a drive-in setting.



# Scalable Solutions

Whether you plan to host 50 or 500+ cars, we've got you covered. We offer multiple audio options and an understanding of regulations. Our large inventory of variable LED and projectors are available in any size and resolution. With the latest technology and bespoke configurations for modular outdoor LED walls, there is an option available for every event producer.





# Small Drive-In Solution

This solution is designed for a viewing area that can accommodate up to 70 cars with social distancing.

The basic setup would entail one single centered LED wall, but this set can easily be doubled, tripled or quadrupled to include multiple walls to accommodate a larger viewing, better sight lines or more cars.



# Small Drive-In Solution

## Sample Viewing Area/Car Spacing

- 1 Acre
- 70 cars
- Screen to front row – 15'
- Parking space size – 15' x 20'
- Row size – 15'
- Maximum viewing distance – 200'

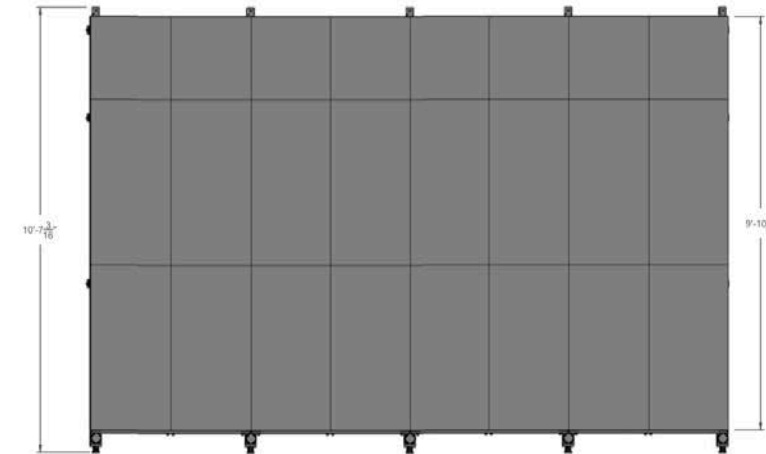
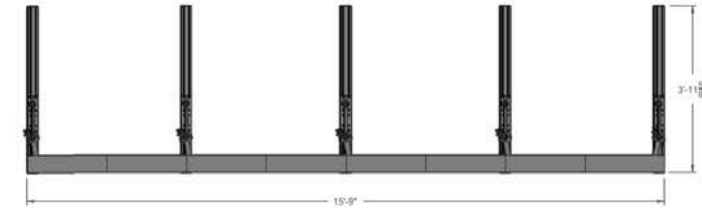
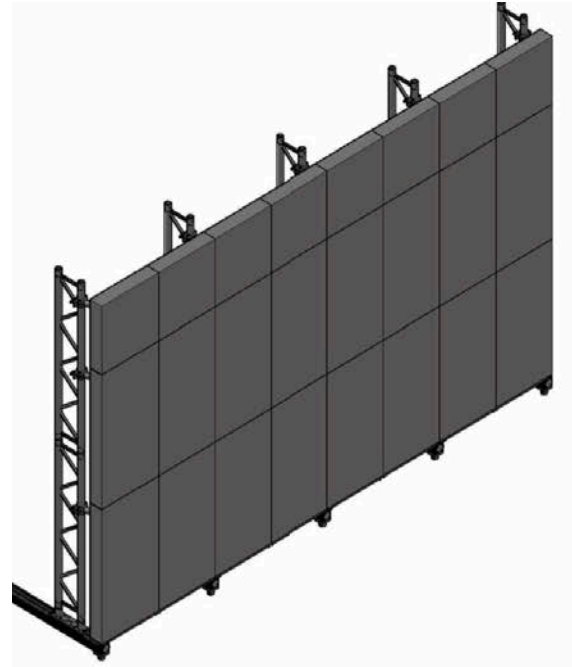
## Equipment Summary

- Single LED Wall
- (1) CB5 Outdoor Screen @ 15.8'w X 9.8'h (8x2.5)
- Ground Support - 8: 1x1's, 16: 1x2's Prime
- Part 15 compliant FM Transmitter or Powered speaker on a stick

*360° gear packages starting at \$4,000 / week  
Rates vary based on local availability and scope*



Drawing illustrates recommended screen components under ideal conditions





## Medium Drive-In Solution

Designed for a viewing area that can accommodate 70-300 cars with social distancing, these modular options can be accomplished with single or dual-screen projection on inflatable screens.





# Medium Drive-In Solution

## Single Screen Option

- 5 Acres
- Assumes 10' space between cars
- Up to 140 cars
- Screen to front row – 54'
- Parking space size – 6' x 18'
- Row size – 16' row with 16' lane between
- Maximum viewing distance – 420'

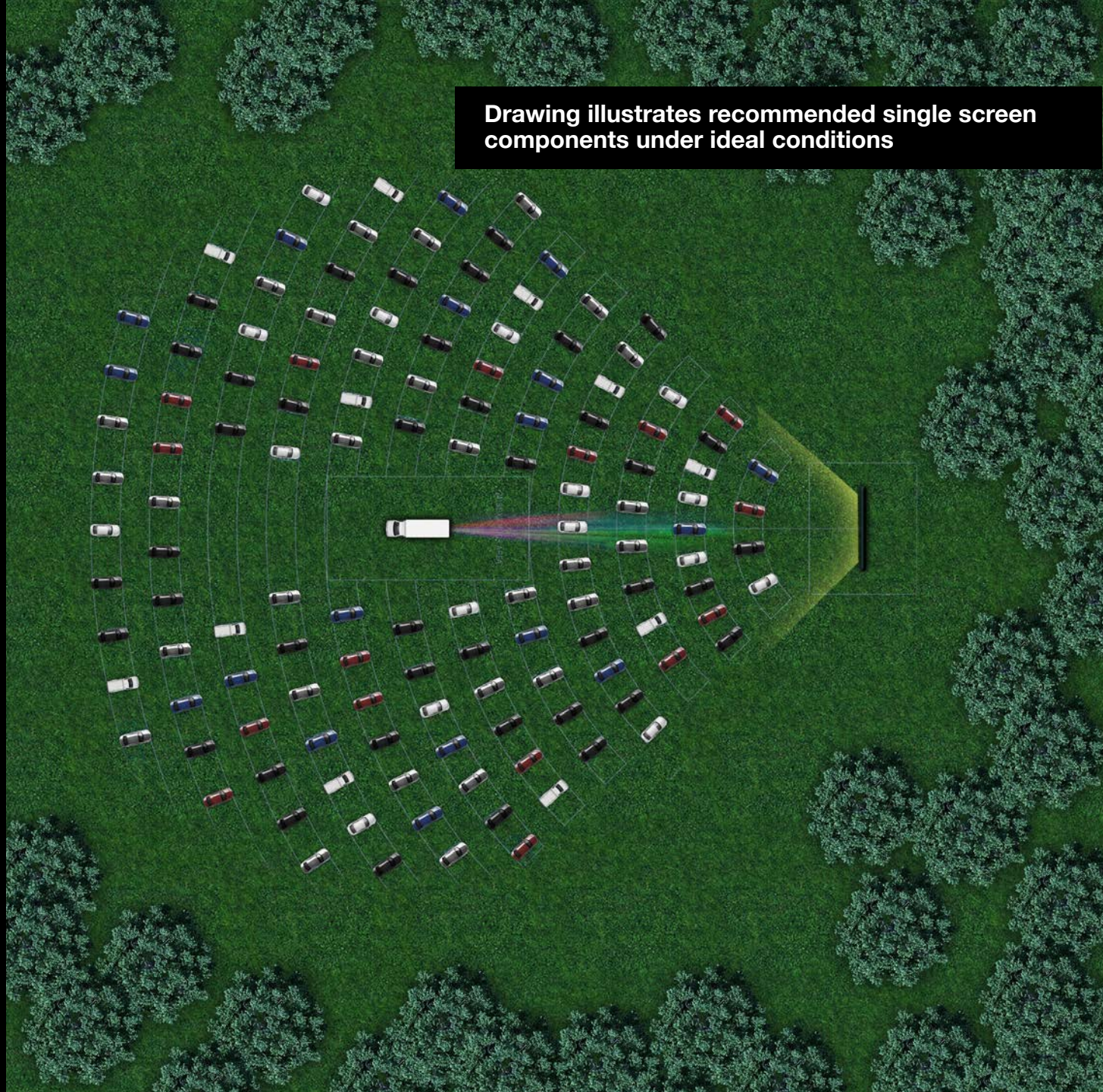
## Equipment Summary

- (2) projectors
- 40' w inflatable screen with blower & ballast
- FM Transmitter and antenna,
- small mixing board & media playback

*360° gear packages starting at \$7,000 / week  
Rates vary based on local availability and scope*



Drawing illustrates recommended single screen components under ideal conditions





# Medium Drive-In Solution

## Double Screen Option

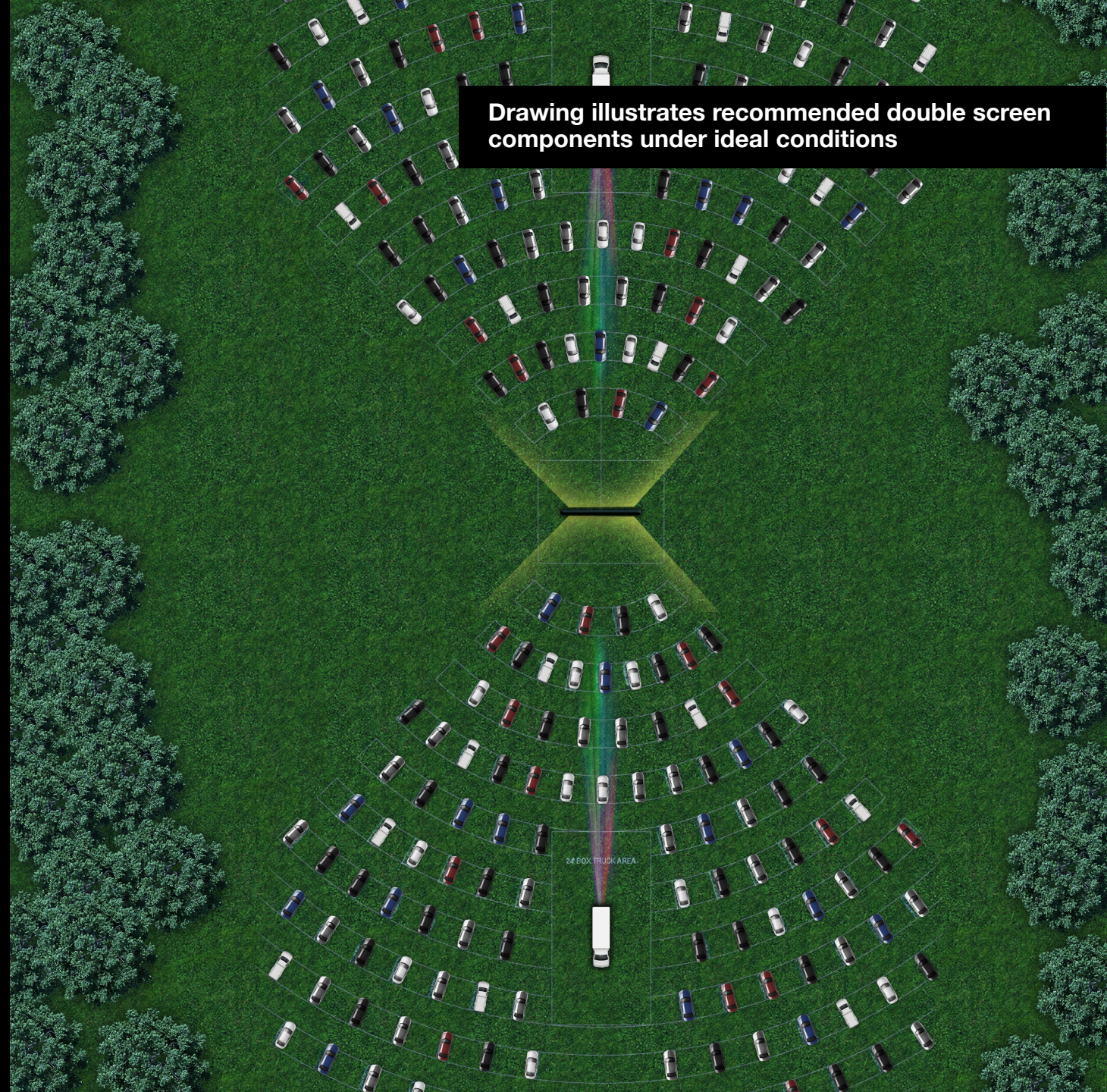
- 11 Acres
- Assumes 10' space between cars
- Up to 280 cars
- Screen to front row – 54'
- Parking space size – 6' x 18'
- Row size – 16' row with 16' lane between
- Maximum viewing distance – 420'

## Equipment Summary

- (4) projectors
- 40' double sided inflatable screen with blower & ballast
- (2) FM Transmitters & Antennae
- (2) mixing boards & playback devices
- (1) generator
- Also includes (1) quick install scaffold structure for second screen

*360° gear packages starting at \$12,000 / week*

*Rates vary based on local availability and scope*





# Large Drive-In Solution

Our team of touring professionals have put on some of the biggest shows in the world and are here to help actualize your large-scale event. These solutions are designed for a viewing area that can accommodate 300+ cars with social distancing.

These variable LED setups would entail one multipurpose screen or multiple screens depending on the intended use.



Drawing illustrates LED component under ideal conditions





# Large Drive-In Solution

## Sample Viewing Area/Car Spacing

- 11.8 Acres
- 426 cars
- Assumes 10' space between cars
- Screen to front row – 87' 5"
- Parking space size - 10' x 18' 6"
- Row size – 30'
- Maximum viewing distance – 815'

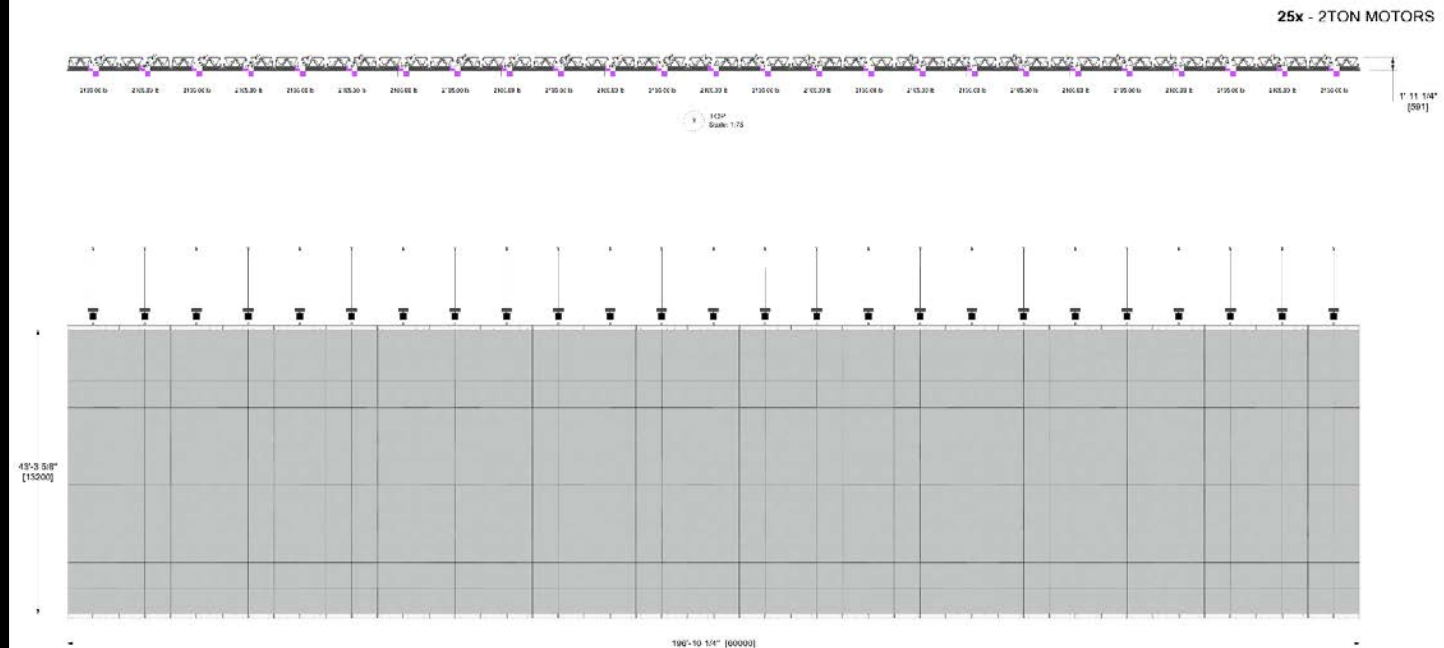
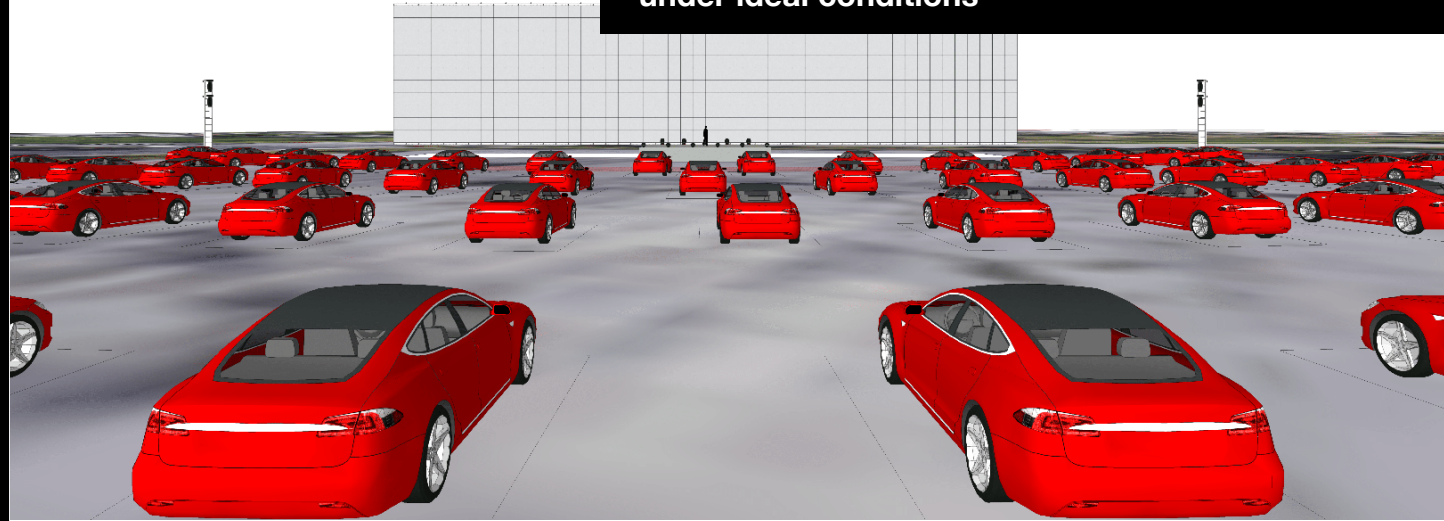
## Equipment Summary

- (1) 197' x 43' LED screen pictured - Available in multiple sizes, resolutions and pixel pitch 5mm, 8mm, 9mm
- Ground Support – Self supported structure designed for any environment or location
- Wind bracing - Engineered to withstand wind loads up to 80mph for safety even in the worst weather
- Audio - FM transmitters available for in-car audio along with concert style systems for multiple event types

*Pricing on large customized solutions vary – call your account manager to build and price your job or email [driveincalculator@prg.com](mailto:driveincalculator@prg.com)*



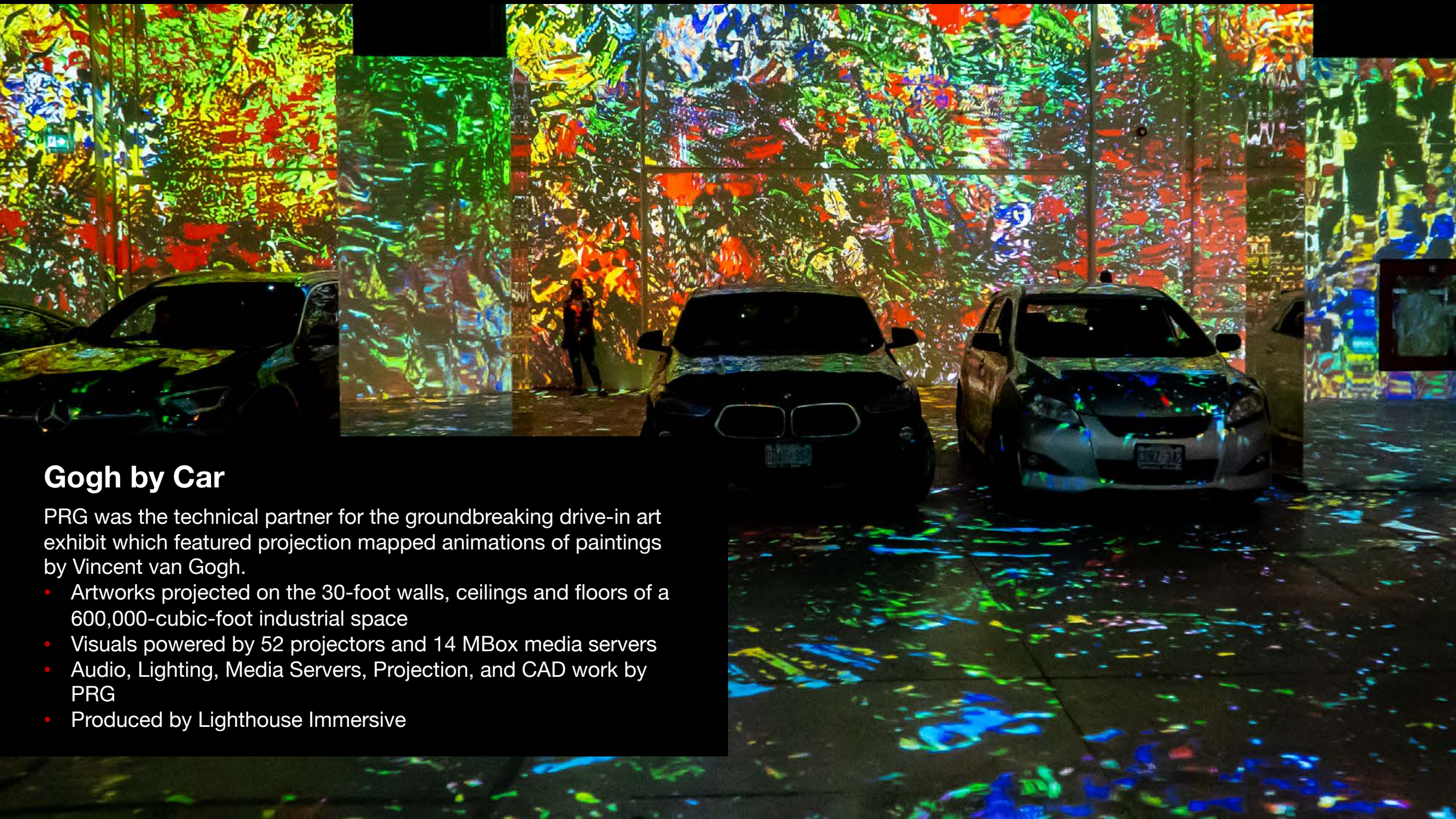
Drawing illustrates single LED screen components under ideal conditions



# Case Studies







## Gogh by Car

PRG was the technical partner for the groundbreaking drive-in art exhibit which featured projection mapped animations of paintings by Vincent van Gogh.

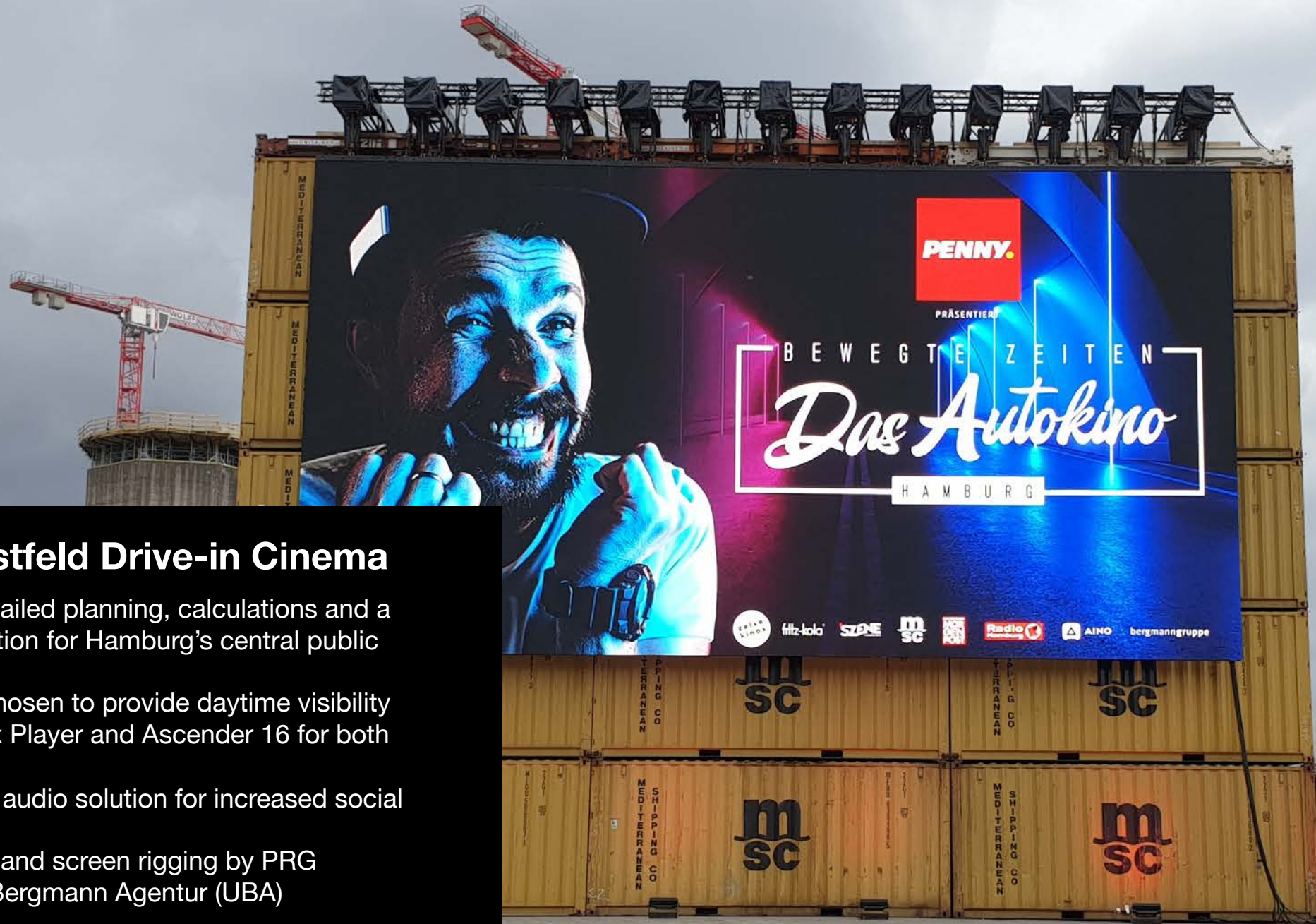
- Artworks projected on the 30-foot walls, ceilings and floors of a 600,000-cubic-foot industrial space
- Visuals powered by 52 projectors and 14 MBox media servers
- Audio, Lighting, Media Servers, Projection, and CAD work by PRG
- Produced by Lighthouse Immersive



## Heiligengeistfeld Drive-in Cinema

PRG provided detailed planning, calculations and a 360° drive-in solution for Hamburg's central public event space.

- LED screens chosen to provide daytime visibility
- Provided Mbox Player and Ascender 16 for both screens
- FM transmitter audio solution for increased social distancing
- All site lighting and screen rigging by PRG
- Agency: Uwe Bergmann Agentur (UBA)



# Drive-In Concepts: Custom Configurations

The following renderings offer alternate examples for audio and video configurations – however, the possibilities are endless and individual disciplines can be offered à la carte.



**Multi-Screen Projection Concept– Aerial Perspective**  
*For discussion only, technology subject to equipment availability & engineer review*



## Multi-Screen Projection Concept – Ground Level

*For discussion only, technology subject to equipment availability & engineer review*





## Multi-Screen Projection Concept – Main Screen

*For discussion only, technology subject to equipment availability & engineer review. Actual projected screen size may vary based on site conditions.*



**Multi-Screen Projection Concept– Main Screen, Car Perspective**  
*For discussion only, technology subject to equipment availability & engineer review.*





**Multi-Screen Projection Concept – Secondary Smaller Screen**  
*For discussion only, technology subject to equipment availability & engineer review. Actual projected screen size may vary based on site conditions.*



**Multi-Screen Projection Concept – Secondary Screen, Car Perspective**  
*For discussion only, technology subject to equipment availability & engineer review.*





**Multi-Screen Projection Concept– Aerial Perspective**  
*For discussion only, technology subject to equipment availability & engineer review*





Whether day or night, projection or LED, we can help you plan and execute your drive-in experience because we are event experts.

Our services include video, lighting, audio, rigging and livestreaming solutions.

For a customized quote, email

[driveincalculator@prg.com](mailto:driveincalculator@prg.com)





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