

Livestreaming & Virtual Events

Solutions for the New Landscape

February 1, 2021



SOTHEBY'S VIRTUAL AUCTION

While live events continue to evolve into reimagined virtual and hybrid events, nothing is more important than keeping your audience engaged with **next-generation connectivity and experiences.**



We're building the latest event solutions from the ground up, **thinking about what's next** and considering how it will all fit together, so you can keep those ideas coming.



VIRTUAL CROWD SOLUTION

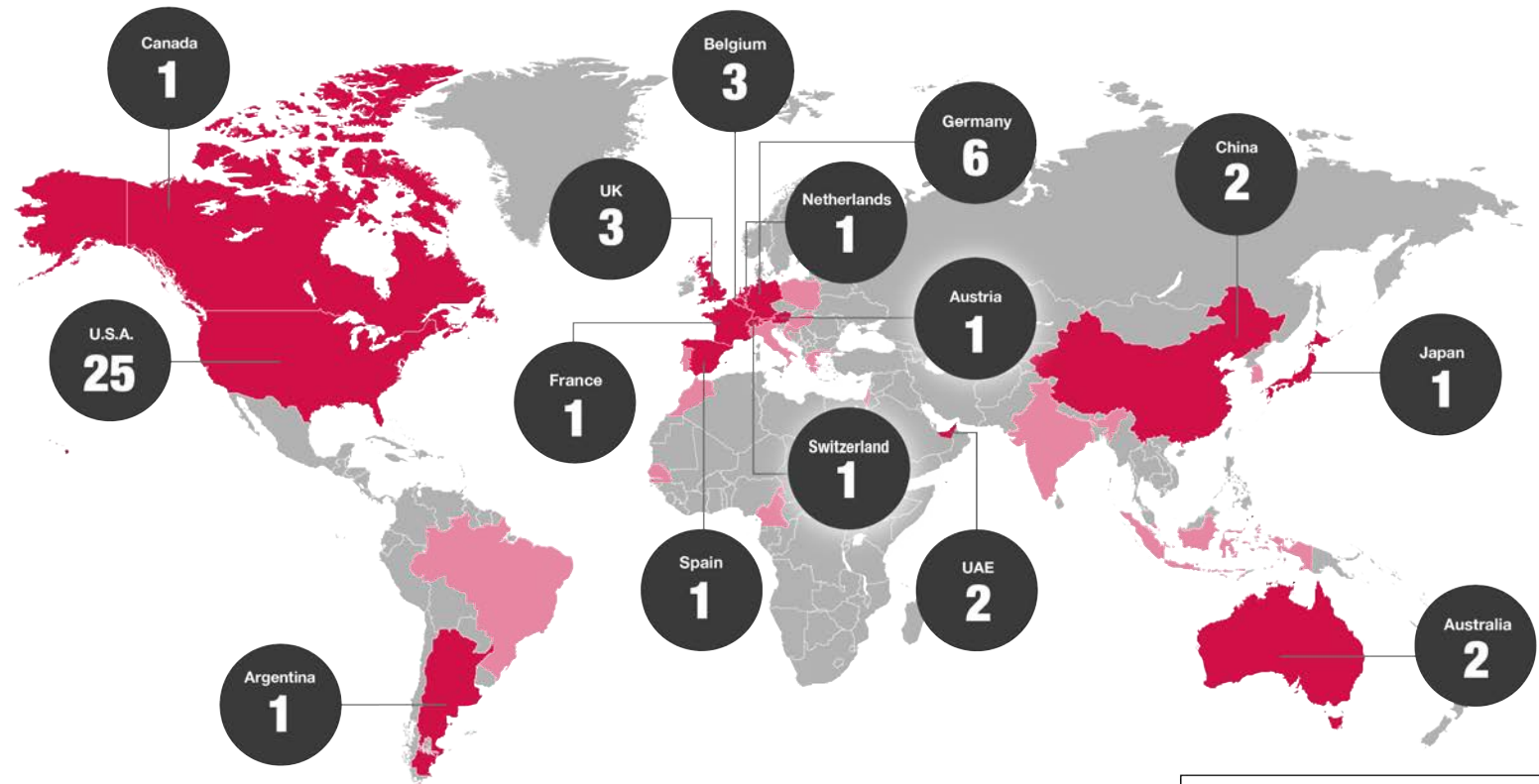


We work in every form of entertainment and live experience, collaborating with leading creators and brands.



Anywhere, Any time

With **locations spanning the country and globe**, we offer a network of human and technology and can deliver them where they are needed for your project.



The Americas – 27 locations

Albuquerque • Atlanta • Boston • Buenos Aires • Chicago
Dallas • Detroit • Houston • Las Vegas • Los Angeles
Miami • Nashville • New Jersey • New Orleans • New York
Orlando • San Francisco • Seattle • Toronto • Washington, DC

EMEA - 19 locations

Germany • United Kingdom
Belgium • Dubai • France
Netherlands • Austria
Spain • Switzerland

Asia Pacific - 5 locations

Australia • China
Japan

PRG Alliance: Certified Partners

Brazil • Croatia • Cameroon • Greece
Hungary • Italy • Israel
Indonesia • Morocco • Portugal
Poland • Senegal • Singapore
South Korea

PRG Livestreaming

As a provider of **livestreaming and virtual event services**, PRG is uniquely able to answer your needs.

360° Solution

A single source for livestreaming production providing optimal efficiency and accountability.

Breadth

The largest inventory of production equipment available anywhere. Livestreaming plus camera, audio, laptops, lighting, LED, even scenic.

Expertise

Some of the most respected experts working in live event production, uniquely able to apply and integrate the technology you need.

Versatility

Stream from your own location or PRG's virtual studios; create for secure viewing or massive social distribution. Create a custom solution.

Speed

We understand that events are moving quickly for our customers. Our scale and knowledge allow us to respond.



An End-to-End Partner

We can work as a boutique provider in a technical specialty.

But the power of partnership with PRG opens when you engage us as a **holistic resource** for your project.

A Comprehensive Approach to Customer Engagement



Live Streaming & Video Conferencing

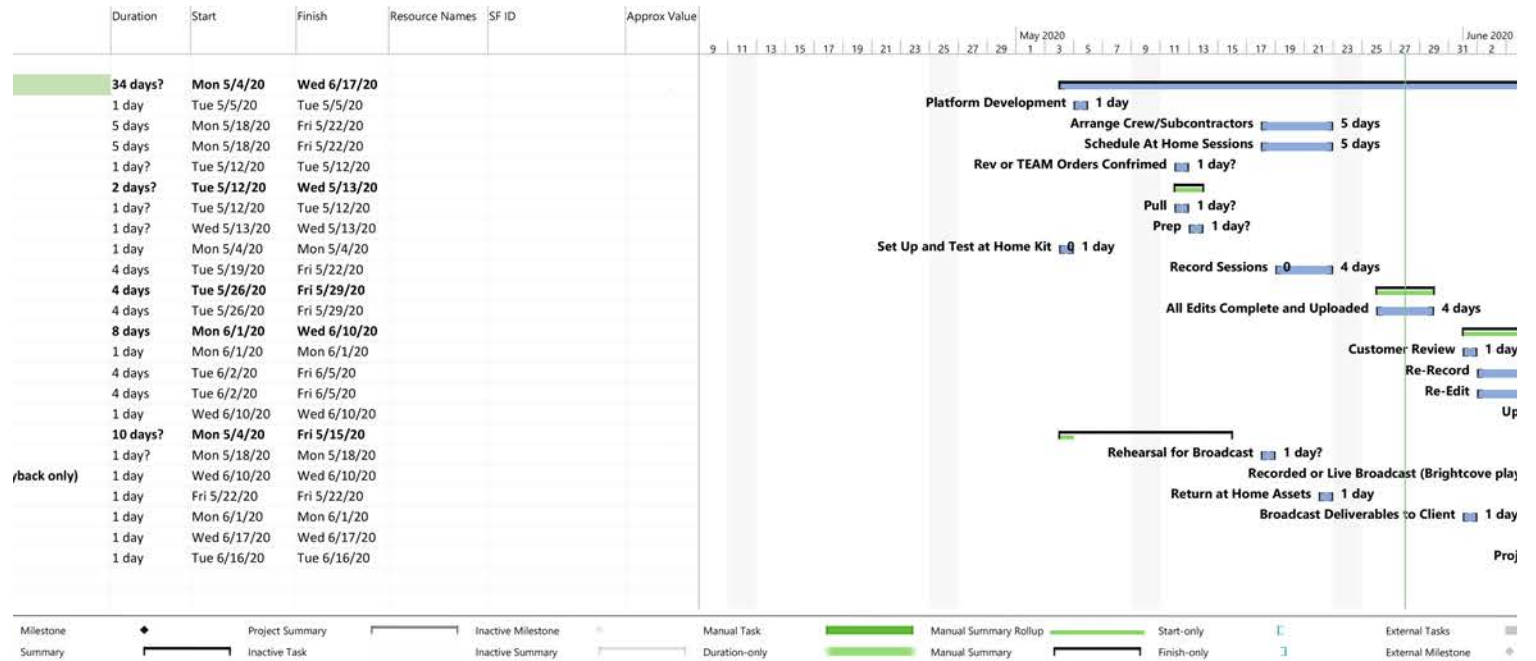
Highlights

- Any event, any scale. Music events, meetings, conferences, lectures, panels, town halls, training and more
- View securely or invite the world
- Can be experienced on any device or screen
- Streaming from or to any location with multiple points of origination and distribution to nearly limitless screens
- For distribution on social, digital or OTT platforms
- Customized viewing platform available



Pre-Event Training & Rehearsals

- Prior to your event, our techs setup 1:1 testing time, share best practices and ensure quality connections
- Platform consultation and training incorporating interactive elements such as chat, polling, Q&A and two-way communication
- We're an extension of your digital event, providing a run of show, production timelines and overall project management



At Home Livestreaming Kits

- The ability to connect, create and control an engaging livestreaming session with studio quality camera, audio and lighting
- Pre-configured solutions customized to your livestreaming needs
- Tiered packages available: Entry Level, Professional and Custom
- Next Gen – *Coming this Spring*



Watch the video.

PRG's commitment to service includes step-by-step installation tutorial

Pre-Recording Services

- Whether you're shooting in one of PRG's Digital Studios or from a home office, our team can capture your pre-recorded content
- Working with your presenters and talent, we record, manage and edit your files



Live Video Production & Switching

PRG's switching services provide a solution for seamless live transitions between pre-recorded and live content. Our technical experts turn your livestreams into broadcast-quality productions.

- Our team manages all live production elements adding lower-thirds, interstitial graphics & video, monitors the feed and handles streaming to any platform.
- A Technical Director stays in direct communication with presenters throughout the event, manages the show flow and provides cues within the platform to go live.

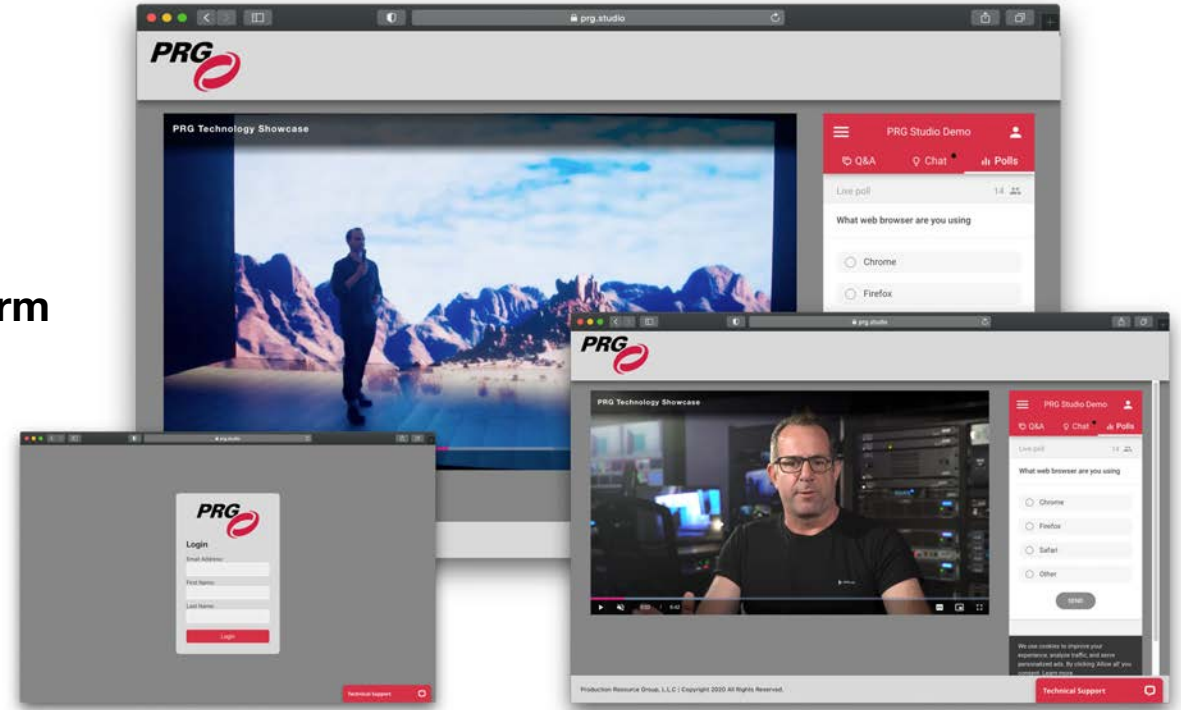


Platform Solutions

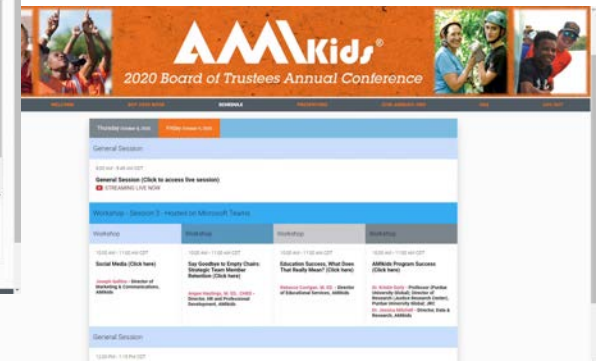
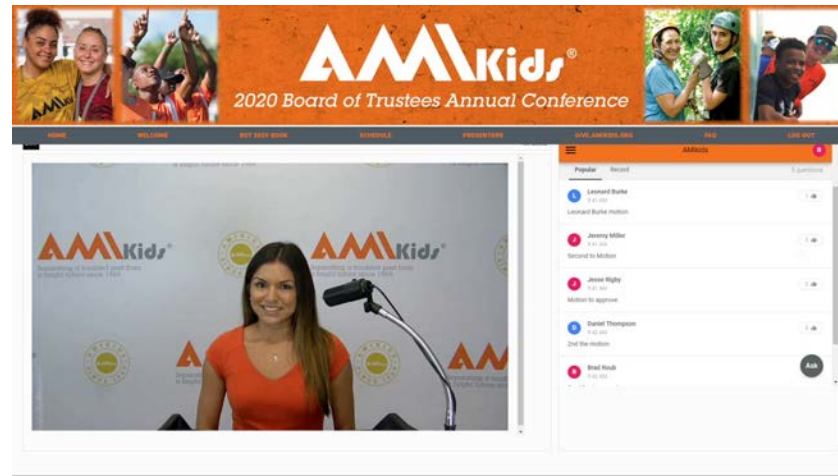
- While we accommodate all digital event platforms, we also offer templated, secure platform solutions
- Viewing platform can be skinned with customer branding and messaging
- Interactivity such as chat, polling, Q&A and two-way communication
- Security: SSO integration or custom registration
- User-controlled experience enables jumping in real-time or viewing on-demand



PRG Virtual Meeting Platform



PRG Virtual Conference Platform



Hybrid Events

The future is hybrid. As a trailblazer in the space, PRG is uniquely qualified to offer **the most comprehensive suite of production services** available for hybrid events across markets.

- Flexibility and convenience allow you to expand your impact regardless of geography
- Together we find ways to connect your online and in-person audiences with shared experiences and interactivity
- Broader reach means more ticket sales and an opportunity for in-person & digital sponsorships

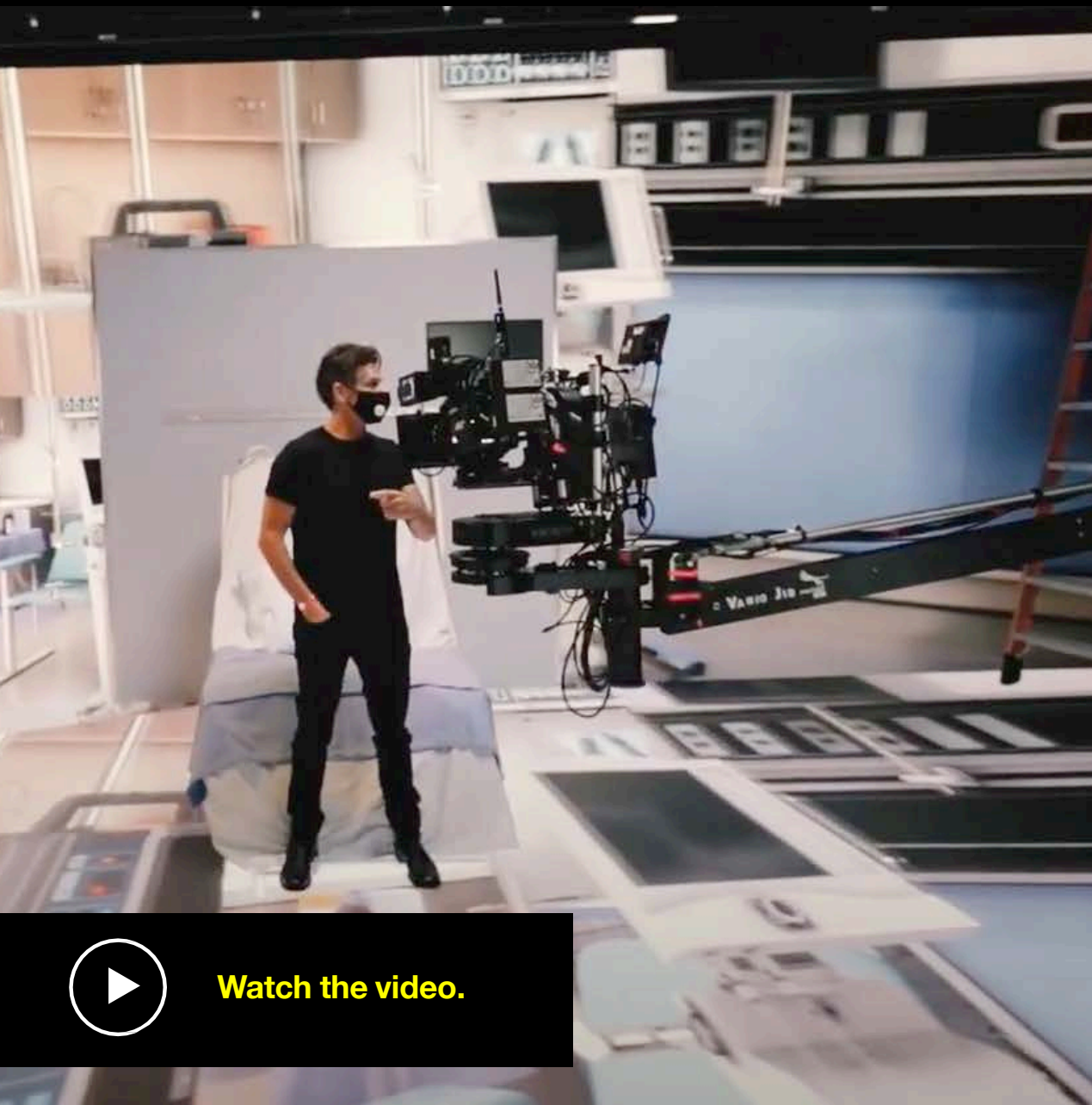


PRG Digital Studios

- Safe production environments for pre-recorded and livestreamed content.
- Easy, fast, efficient production
- Located in PRG facilities with every production technology and expertise on hand
- Locations:
 - New York Metro
 - Orlando
 - Nashville
 - Chicago
 - Las Vegas
 - Los Angeles (including virtual production)



MASIMO COMMERCIAL SHOOT, XR STAGE



Virtual Production

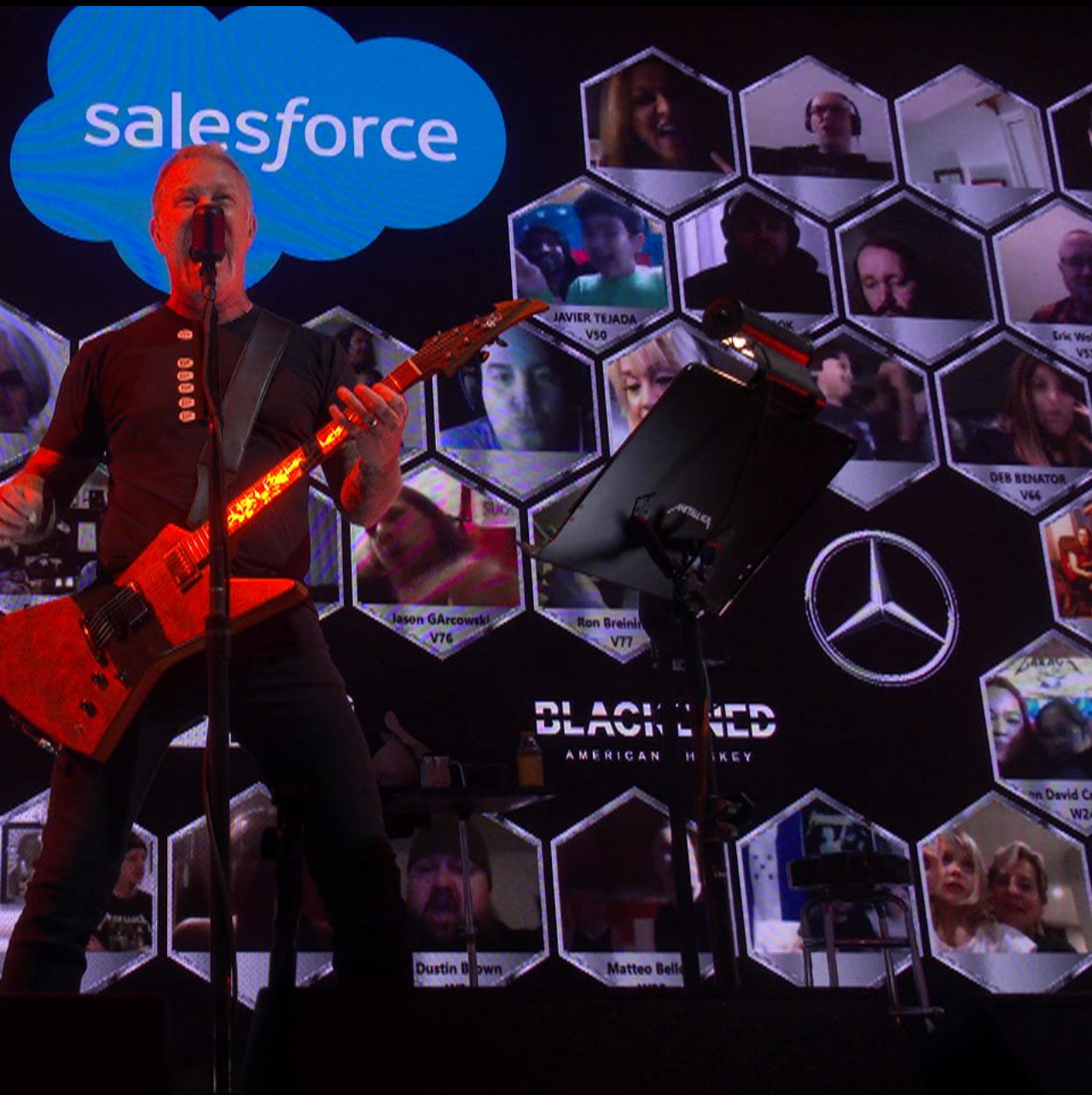
Our solutions break open creative boundaries within a safe production environment.

- xR Stage (Los Angeles) - Relocated and reconceived, our expanded xR Stage accommodates safe production at every scale, from an immersive extended-reality environment to a pre-recorded or live shoot.
- Our extended-reality environment is designed to provide full control over both the lighting and the filmed scenes with real-time visualization.



Watch the video.





Virtual Crowd

PRG offers virtual crowds for interactive livestreamed events. Whether it's an internal Town Hall, an exclusive press event, concert, or a large-scale product launch, Virtual Crowd's infinite scalability and customization provide options for a highly brandable and immersive event.

- Presenters can see their audience on large video screens and interact with them as they would with a traditional live audience.
- Web pages can be fully customized and branded to fit client's needs.

Beyond the Livestream

PRG can integrate into your digital production any technology that will respond to your needs and add to the **impact of your experience.**

Scenic/Set Design

- 3D Renderings
- Fabrication
- Graphic Design
- Full Event Ideation

Lighting

- Automated Lighting
- Conventional Lighting
- LED Fixtures
- Follow spots

Video / LED

- Ultra wide screen 50' – 5000'
- Video Mapping
- Playback and Recording
- Screen Switching

Audio

- Amplifiers & Subwoofers
- Consoles, Mixers
- Intercom
- Microphones
- Monitors
- Playback

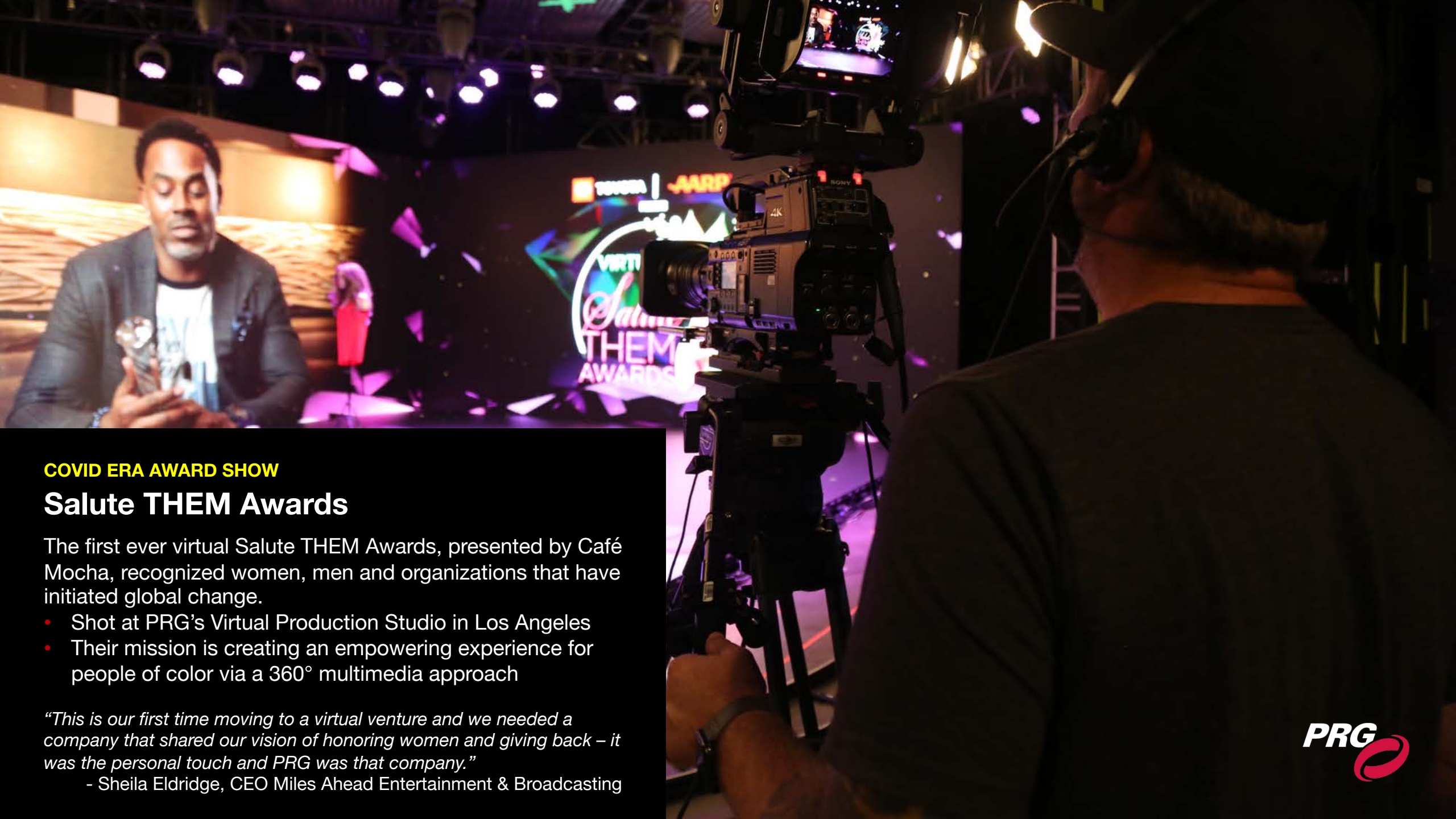
Staging/Rigging

- Mobile Stages
- Stage Decks
- Audience Floors
- Press Risers

Case Studies

We take a custom approach to every project. The following case studies show the range of our work involving livestreaming– both prior to and during the COVID era.





COVID ERA AWARD SHOW

Salute THEM Awards

The first ever virtual Salute THEM Awards, presented by Café Mocha, recognized women, men and organizations that have initiated global change.

- Shot at PRG's Virtual Production Studio in Los Angeles
- Their mission is creating an empowering experience for people of color via a 360° multimedia approach

"This is our first time moving to a virtual venture and we needed a company that shared our vision of honoring women and giving back – it was the personal touch and PRG was that company."

- Sheila Eldridge, CEO Miles Ahead Entertainment & Broadcasting



COVID-ERA DIGITAL EVENT

Fielmann Digital Press Conference

PRG helped the German eyewear company transition their annual press conference from in-person to digital with live, real-time interactivity.

- PRG supplied camera solutions and streaming technology
- Live chat component allowed real-time questions and response
- External stream was embedded into a player and streamed to the company's homepage

"It's good to be able to count on a strong technical partner to support you who you've known for decades."
- Marc Fielmann, Chairman of the Board, Fielmann AG





COVID-ERA VIRTUAL CONCERT NOT US, THEM

Touring company L7 made a quick pivot to digital offerings to comply with shelter in place and social distancing mandates

- PRG provided camera, lighting and LED
- Their very first livestream NOT US, THEM was hosted on edm.com and featured sets from Dr. Fresch and Jayceeoh
- Four camera setup included two Robocams and two Sony HDC-1500 HD Multi-Format Broadcast Cameras
- Broadcasted on YouTube, Twitch and Facebook Live

COVID-ERA AWARD SHOW

Locked & Lit: Countdown to the BET Awards

PRG provided a virtual studio platform for both show hosts, Erica Ash and Terrence J, to communicate and interact with each other and interviewees while they worked out of their homes.

- In home studio kits for hosts were delivered and supported remotely by our production crew
- PRG captured the ISO recording of hosts & interviewees and uploaded all content to client server for use in post-production process
- In addition to provided production crew, PRG provided talent communications system and teleprompter feed





Yungblud – Streaming Show

After cancelled shows in 10 countries due to COVID-19, the artist and his team looked for an alternative to touring

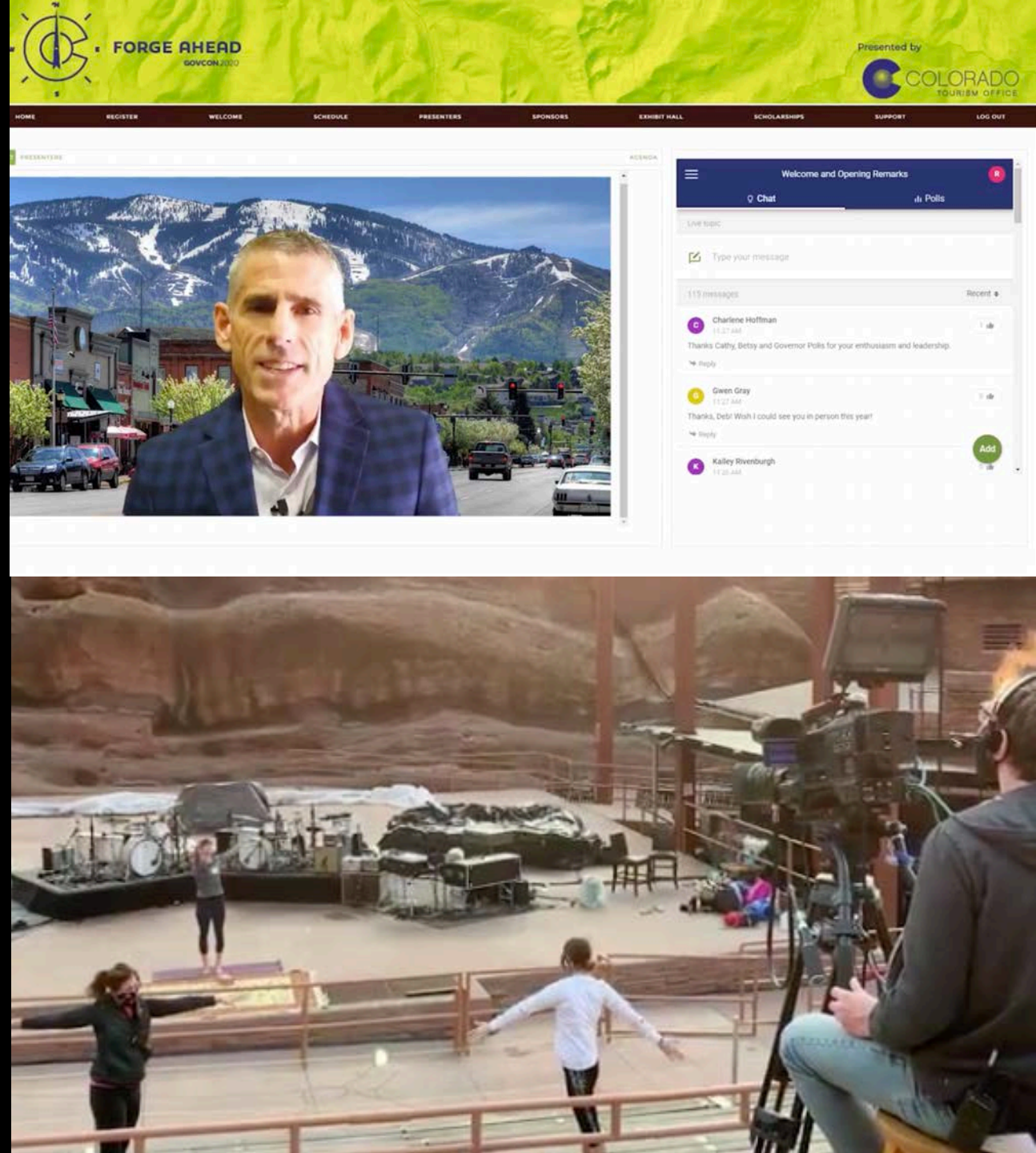
- With less than 24 hours notice, PRG worked to support the rocker's livestream event which received over 300k views on YouTube
- PRG provided the audio solution and sourced all gear – including the broadcast truck

COVID-ERA HYBRID EVENT

Colorado Tourism Office

Attracting record-breaking registration, PRG streamed the first-ever virtual Colorado Governor's Tourism Conference live from Red Rocks Park & Amphitheater

- Services provided included livestreaming of 3 concurrent breakout sessions, remote pre-recording services, editing, and presenter coaching
- Event was hosted on PRG's virtual conference platform, which included chat, polling, exhibit & sponsorship opportunities, custom branding and on-demand hosting after the event





COVID-ERA HYBRID EVENT

United States Pharmacopeia Convention

PRG supported the hybrid event where member delegates and observer representatives met for their first virtual meeting

- Quickly pivoted from a live event to a partially virtual event as government mandates evolved
- A mix of live presenters and Zoom attendees and upward of 300 guests viewed via a web platform
- PRG hosted regular calls to heighten collaboration and control scope
- Provided broadcast, cameras, audio and labor

PRE-COVID ERA EVENT

Collision Conference

PRG supported Connected Intelligence for the annual Collision Conference held at the Enercare Centre in Toronto, Canada

- PRG provided live streaming and video editing for On-Demand viewing, which allowed for several million additional viewers outside the convention center where the event was held.
- PRG additionally provided lighting -- including PRG's proprietary Best Boy® and PRG Bad Boy®, rigging, and video solutions.



COVID-ERA DIGITAL EVENT NAMI

PRG helped the National Alliance on Mental Illness configure their own Zoom account for their first ever virtual conference. 1,000 employees and partners in attendance

- Edited all audio and video files and built landing page
- Verified all Zoom webinar setups and uploaded all content
- PRG technicians explained the recording process step by step

“The work that PRG did for our event went above and beyond my expectations! As someone new to moving an in-person event to a virtual platform, Your team made the transition seamless and was extremely helpful in preparing our speakers.”

- Mary Beth Walsh, MSW
Director of Children and Youth Programs
NAMI Virginia



Motivating Others through Voices of Experience



COVID-ERA DIGITAL EVENT

NMPA

PRG helped the National Music Publishers' Association host the first-ever virtual edition of their annual meeting

- PRG supplied at-home livestreaming kits for presenters across the country
- PRG techs traveled to provide support for important interviews
- Pre-recorded intro segment and interviews edited by PRG



Emma Lovewell, Senior Instructor and Fitness Guru

@emmalovewell



Gwen Riley, VP of Music Partnerships

@onepetoton



TECHNOLOGY. EXPERTISE. SOLUTIONS.

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