PRG DIGITAL STUDIOS
Safe Environments for Video Creation at Every Scale

October 20, 2020
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.
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
Innovation

PRG holds 250+ patents and trademarks, many of which have transformed contemporary production practice. Relevant examples:

- **xR Stage (LA 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 the 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.
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
Studio Locations
Los Angeles

A highly customizable, multi-camera solution ideal for everything from a livestreamed corporate presentation to a pre-recorded music video.

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: 1Gbps up and down for livestreaming
- LED Background: (2) LED walls, 16’ h x 30’ w, at 90˚ angle to each other
- LED Floor, 30’ x 30’
- White cyc or green screen
- Green Room and Kitchen
- Isolated control room with glass viewing enclosure
- Private bathrooms available
**xR Stage (Los Angeles)**

A state-of-the-art virtual production environment featuring immersive, extended reality capabilities.

- Graphics rendered and displayed on LED screens, or onto the broadcast feed, or composited
- Performer can be tracked in 3D space, enabling interactions with augmented graphics
- Workflow: Unreal or Notch – disguise – Stype – Blacktrax
- Real-time adjustment of content

**Facility Specifications**

- Glendale location. 15-30 minute drive from downtown
- Space 2790 sq ft, 62’ x 45’
- Ceiling Height 13’
- Ceiling Grid
- Power (1) x 200 amp
- Livestreaming capability: 720p/1080p/4k
- Hardline internet connection: 100MB up/30MB down
- LED Floor, 24’ x 24’
- White cyc or green screen
- Virtual Background: (2) LED walls, 11’ h x 24’ w, at 90˚ angle to each other
- Green Room and Kitchen

*Watch the video.*

Tour the xR stage by watching this walkthrough video.
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
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

Los Angeles (including xR Stage)

New York
Orlando
Nashville
Las Vegas
Chicago*
Birmingham
London
Berlin*
Hamburg
Paris
Brussels

* Coming soon.
Case Studies
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 xR Stage 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
Gamescom ONL

The gaming showcase hosted by Geoff Keighley was broadcast completely live from our xR Stage at PRG Digital Studios, Los Angeles Shot

- 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 PRG Studios Glendale 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
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 PRG Studios Glendale
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