TECHNOLOGY.
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xR Stage

June 2, 2020
As live entertainment pivots, artists search for safer alternatives to help them stay connected with their fans.

Our xR stage offers a deeply immersive experience for both the viewers and the performers.

"I HOPE IT TRANSPORTED YOU OUT OF YOUR LIVING ROOM AS MUCH AS IT TRANSPORTED ME INTO THIS ONE."  
- KATY PERRY ON PRG'S XR STAGE
PRG Digital Studio in Los Angeles provides one of the largest xR stages ever built and provides a safe environment that supports a production within COVID-19 guidelines.
Scalable Extended Reality

Our xR Stage is an immersive, extended reality environment able to accommodate any pre-recorded or live production. It is designed to provide full control over both the lighting and the filmed scenes in a real-time recording environment.
Real Time Visualization

Graphics can be rendered and displayed on physical LED screens, onto the broadcast feed only or composited together - allowing 3D content to appear both in front and behind the performer as a reference point.

Talent can be tracked in the 3D space, enabling interactions with augmented graphics. Three-dimensional content, products or lights can be attached to a person - appearing perfectly real in the broadcast output.
Safety in Mind

A Furio track remote controlled camera minimizes the bodies needed on the stage. Separate rooms for the sound supervisor, technical supervisors, unit manager, vision mixer, EVS operators and other positions create private workspaces for more efficient social distancing while connected through the Unity comms system.
Workflow

- Unreal / Unity or Notch – Disguise – Stype – Blacktrax
- All in 1080p@60 or UHD
- No color key
- 360° immersive environment created visually on set
- Integrated AR graphics and lighting
- Talent engagement, actors interact with their environment naturally
- Real-time creative iteration and graphics plus quick calibration.
- 3D pre-visualization
- VFX reduce post-production time and costs
xR Stage Setup

Located at our Glendale facility in Los Angeles, the xR Stage offers a structured workflow and custom engineered products complete with an LED stage and floor, two cameras, a full lighting rig, Blacktrax system and media servers.
Working Safely, Together

We are taking all possible precautions to ensure the safety of our employees, customers and visitors during the COVID-19 pandemic by implementing new measures and guidelines including the use of personal protective equipment, increased sanitation procedures and a checkpoint system.

Refer to our Safety and Sanitation Policies for more information.
**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
- Consists of multi-sensor camera bar and a tethered server system
- Visualize VFX shots in real-time
PRG Digital Studios

PRG provides enhanced studio production services for music, television, film, live broadcast, commercials and livestreamed events across multiple facilities.

Digital studios are now open in Los Angeles, Orlando, and New York/Secaucus, and coming soon to Las Vegas, Chicago and Dallas.
Case Studies
American Idol Finale

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 real props including a chair
- The xR Stage provided a safe production environment within COVID-19 guidelines

“Start on the American Idol stage, end up in a whole new world, thanks to brand new technology that’s never been seen before on TV.” – Katy Perry

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.

- Shot at PRG Digital Studio’s virtual production environment, xR Stage, in Los Angeles
- Camera, audio, LED, lighting, video and engineering systems by PRG
- Social distancing maintained throughout production, including artist green room and separate control rooms

Watch the video.
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