Our proprietary technology, 35LIVE!® elevates for-television events by giving them a cinematic look and feel.

35LIVE! combines the power and immediacy of live broadcast with a big-screen aesthetic.

This multi-camera workflow elevates the quality of productions captured for video, whether pre-recorded or broadcast live.
Film-style, large sensor camera systems are key to the look and feel of this solution.

A dedicated team of technical specialists work together to produce astounding cinematic imagery, 100% live.

The 35LIVE! workflow as seen on 2021’s Pepsi halftime show. A long-distance fiber system was used to accommodate the large scale of live production. The camera order included 3 engineers, 8 ARRI ALEXA Minis, 2 ARRI AMIRA with lenses, along with the 35LIVE! lens control, Super 35 sensor, and ancillary accessories.
The system is compatible with any camera and serves as a valuable tool for repurposing original content for television, streaming, theatres, or DVD/Blu-ray.

PRG provided cameras for Miley Cyrus's “Stand By You” a Pride Concert Special, exclusively for Peacock. Praised for its camerawork and star power, the one-hour special featured Cyrus singing her hits and putting a creative spin on beloved classics, all in the spirit of Pride.
How 35LIVE! Works

- A dedicated team of specialists works with the DP to bring cinematic imagery to the aesthetic vision of the project.
- The technology delivers, whether pre-recorded or broadcast live.
- If live, PRG offers modular fly-pack systems or full-truck capabilities to accommodate any scale of production.
- 35LIVE! replaces traditional multi-camera approaches with digital 35mm cinema cameras and lenses.

The visual impact of 35LIVE! Technology makes it a favorite during fashion week, where designers capture cinema-quality video for their digital and retail channels.
Our Recent Work

Our technology has helped to deliver cinema-quality content capture for countless concerts, fashion shows, theatrical productions, and comedy specials.
Camera & Optics

Beyond our extensive inventory of cameras, lenses and accessories we also have multiple full-service camera prep facilities across the United States.

Featured Proprietary Products
- 35LIVE! and Front Row Cam

Manufacturers in Inventory
- Sony, ARRI, RED, Canon, Panasonic, Angenieux, Leica, Cooke, Fujinon, Zeiss
Broadcast Systems

Leveraging the expertise of our engineering team and partnerships, PRG is able to support the simplest or most demanding of broadcast productions, providing flypacks, wireless audio and video, fiber solutions and much more.
Case Studies
Kevin Hart, Irresponsible

PRG employed its 35LIVE! proprietary workflow for the comedian's Netflix special at the O2 arena in London

- Mapped out the entire stadium, selecting the best areas for capturing both Kevin Hart's performance and the massive scale of the audience watching
- Provided 25 F55 cameras from PRG London office and seamless connection to the broadcast truck
- 35LIVE! equipment captured the show at cinema-quality
New York Fashion Week

We were involved in several events across all disciplines for the nation’s biggest week in fashion

• 35LIVE! technology used to capture shows and provide a cinematic look and feel to live broadcast
• Spring ‘20 clients included Ralph Lauren and Tom Ford
• Quick turnaround to support Target’s seasonal fashion show at Park Avenue Armory
Miley Cyrus, Stand By Me

PRG provided cameras for Miley Cyrus's “Stand By You” a Pride Concert Special, exclusively for Peacock
- Sony F55 Digital Cinema cameras with fiber backing were tied to a broadcast truck
RENT Live

PRG provided 35LIVE!, lighting and LED for the partially live televised production of the Tony Award-winning musical

- Supported lighting design from 22 Degrees
- Multicam setup provided a cinematic look to the at home viewers
- Expert engineering services through the live set-up
- Our experience in television and Broadway was invaluable to this hybrid production
Ellen DeGeneres: Relatable

We supported the comedian’s Netflix special through 35LIVE! camera services

- Multicamera setup included a mix of Sony Venice and Sony F55 with R7 Recorders
- Provided full engineering services through the live set-up
35LIVE! Broadcast services were used to debut the designer's AW20 collection at Milk Studios in Los Angeles
• Production and streaming companies for the show, BLive and CS Global Group, used PRG solutions to capture the event
• An innovative cine workflow in a multi-camera broadcast environment
• 35LIVE! ensured cinema-quality streaming to YouTube as well capture for theatrical release, DVD/Blu-ray
• Combines the power and immediacy of broadcast TV with the look and feel of film
Beyoncé, Formation World Tour

PRG provided lighting and camera for Beyoncé’s world tour

• 35LIVE! multicamera setup allowed cinema quality capture and display for IMAG screens as well as tour footage for documentary
A Very Wicked Halloween

PRG provided lighting and camera for the special celebrating the 15th anniversary of “Wicked” on Broadway for NBC

- 35LIVE! multicamera setup
- Supported lighting design from 22 Degrees
- Show Reunited Tony Award winners Idina Menzel and Kristin Chenoweth
- Taped at New York’s Marquis Theater
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
Lindsay Ell

Design firm and PRG partner Fireplay produced an immersive and interactive livestreamed concert at PRG Digital Studios Nashville

• 200 live fans enjoyed the show and interact in real-time with the artist from the comfort of their own homes
• 360° gear solutions by PRG
• Shot with 35LIVE! proprietary tech
Disney's Newsies: The Broadway Musical!

PRG provided 35LIVE! Multicamera services for the televised Disney production of the Broadway musical

- Expert engineering services through the live set-up
- Our experience in television and Broadway was invaluable to this hybrid production
- Combines the power and immediacy of broadcast TV with the look and feel of film