

# TECHNOLOGY. EXPERTISE. SOLUTIONS.

## Urban Projection Mapping

Colour your building with visual effects and positive messages



**COLOUR YOUR BUILDING**



**WITH VISUAL EFFECTS AND  
MESSAGES**





# Our Services



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

## **Lighting/ Rigging**

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

## **Video / LED**

- Projection
- Video Mapping
- LED & LCD Screens
- Playback and Recording
- Media Servers & Control Panels

## **Audio**

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

## **Scenic/Set Design**

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



# The PRG Difference

## Global Presence

65 offices in 15 countries on 5 continents providing global consistency and continuity for all types of events.

### List of subsidiaries

## 360° Solution

A single source for comprehensive technical solutions and production services across Lighting, Audio, Video, Rigging, and Scenic Automation for TV & Film, Music, Theatre, Corporate, and Special Events.

## Breadth

The largest inventory of production equipment available anywhere. PRG for years has invested in new projection technologies and today, it has over 2.000 high brightness projectors globally – that is more than any other technical production company.

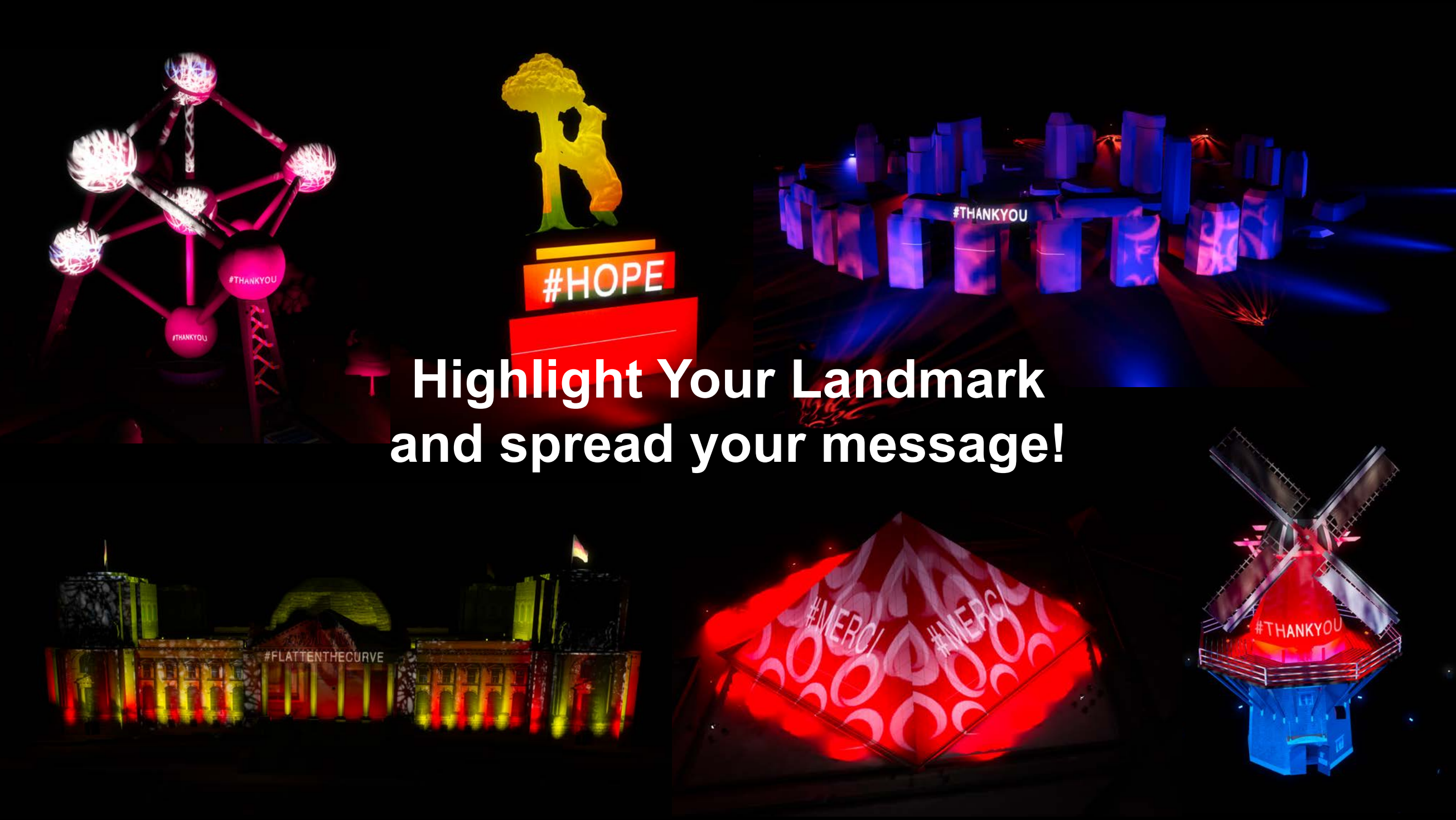
## Expertise

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

## Service

We deliver a turn-key solution on the agreed scope, with a detailed pre-production and pro-active communication for smooth delivery onsite. With PRG there is no headaches and no surprise extra costs.





**Highlight Your Landmark  
and spread your message!**



# Retail Package

Standalone system that with just one video projector and some LED up-lights the outside of the building.

The outside wall or retail window becomes a projection surface of 15m<sup>2</sup>.

## Technology Package

- 1 Lightweight video projector up to 13K lumens
- 1 Basic media server
- 1 Basic lighting controller
- 8 LED architectural flood lights





# Architectural Package

A simple lighting and/or video setup can produce a powerful creative message. Make your building standout and become a canvas for messaging/communication.

The projection can be up to 500 m2.

A combination of spotlights and LED flood wash lights to light up the building.

## Technology Package

- Up to 4 medium size projectors (up to 21k)
- Media server with multiple outputs for blending
- Double stacking of projectors for redundancy and high light output
- 9 powerful 1400W moving lights
- 22 LED architectural flood lights lighting controller





# ShowTime Package

After a thorough study of the building, we will ensure the design has a direct impact. In combination with a broader range of commination tools, it will also create a digital buzz. With state-of-the-art equipment an unforgettable impression will be made.

## Technology Package

- 6 Projectors between 20 & 40K
- Disguise d3 Media server with multiple outputs for blending and 100% redundancy
- Stacking of projectors for redundancy and high light output
- Extensive lighting to paint the building in colour
- 40 LED architectural flood lights
- 40 moving wash lights to light up accents of the building
- 10 powerful 1400W moving lights for the projection of patterns on the buildings surface
- Advanced lighting control system with the capability of creating time code shows





# PRG Extended Services \*

FROM A CREATIVE IDEA TO REALITY



CONCEPT

CREATION OF CONTENT

3D PRE-VISUALISATION

3D SCANNING OF THE BUILDING

LICENCE/ COPYRIGHT

PERMITS FROM THE LOCAL AUTHORITIES

LED SCREENS

AUDIO & VIDEO SERVICES

LIVE RECORDING / STREAMING SERVICES

LASER SHOWS / SPECIAL EFFECTS

INTERACTIVE SOLUTIONS

AUGMENTED REALITY

\* WITH TRUSTED PARTNERS



# Full Technical Consulting by PRG

**PRE-VISUALISATION OF THE CONTENT ON 3D MODELS OF THE VENUE**

**TRANSLATING CREATIVE IDEAS INTO FULL TECHNICAL DESIGN, INCLUDING:**

- LIGHTING FIXTURES, PROJECTORS AND SERVERS: CONSULTING ON THE RIGHT EQUIPMENT CHOICE
- EQUIPMENT POSITION AND WEATHER PROTECTION

**TECHNICAL BRIEFING TO 3RD PARTIES**

**ONSITE SERVICES FOR FAST SETUP AND LINE-UP**

**FINE-TUNING OF CONTENT POSITIONING FOR PERFECT FIT ONTO MAPPED BUILDING**



## Case Study

### Berlin Light Festival 2019

PRG was commissioned to install media and projection technology at eight different locations in Berlin.

For the Berlin TV Tower, the projection was displayed at such a height that the projectors were used in 'portrait mode' for video-mapping.





## Case Study

### Bright Festival 2017

During the Bright Brussels Festival, PRG illuminated the Citroën building.

We used our very own PRG Bad Boys and Litecraft LEDBars AT10.sx to light up the building.





## Case Study

### Le Club France 2012

PRG was commissioned for the whole technical installation, including the exterior colour accents on the façade of the French Pavilion building, in Old Billingsgate, during the London Olympic Games in 2012.





want to go beyond?  
start crossing oceans.

## Case Study

### Hamburg Shipyard 2018

PRG produced a short but spectacular video mapping display on the façade of the Shipyard office building in Hamburg's HafenCity.

Together with the agency bright!, Batz developed a design, comprised of impressive shapes and colours, a 3D effect which was further augmented by the building's angled façade. To achieve this, the colour concept and shapes were first developed using still frames, which were then animated.





## Case Study

### Sounds & Lights for Unity 2015

PRG used 3 Barco's HDQ-2K40, the world's brightest projector, to create a unique video mapping onto the Triumphal Arch in Parc du Cinquantaire. Every hour, an 8-minute video mapping was projected onto the arch, creating a unique vision of the European story: from divided Europe, to the peaceful revolution in Eastern Europe, German reunification and the process of European integration. The projectors were controlled by d3 to recreate the 3D images and perfectly fit to the shapes of the building.





## Case Study

### Spring Fest Saudi Arabia 2019

The Spring Festival 2019 in Saudi Arabia was celebrated with a big technology show. From 14 to 29 March, PRG delivered video projection systems for architectural mapping for 3 sites: the Khobar Water Tower (2500sqm projection), the Ibrahim Palace in Al Hasa (2000sqm projection) and the SABIC Building in Al Jubayl (2100sqm projection).

Besides the mapping, PRG provided projection services for the performance of Cirque D'Eloise in Damman.





## CASE STUDY

### Phillips Studio Alfa Romeo BAT Exhibition

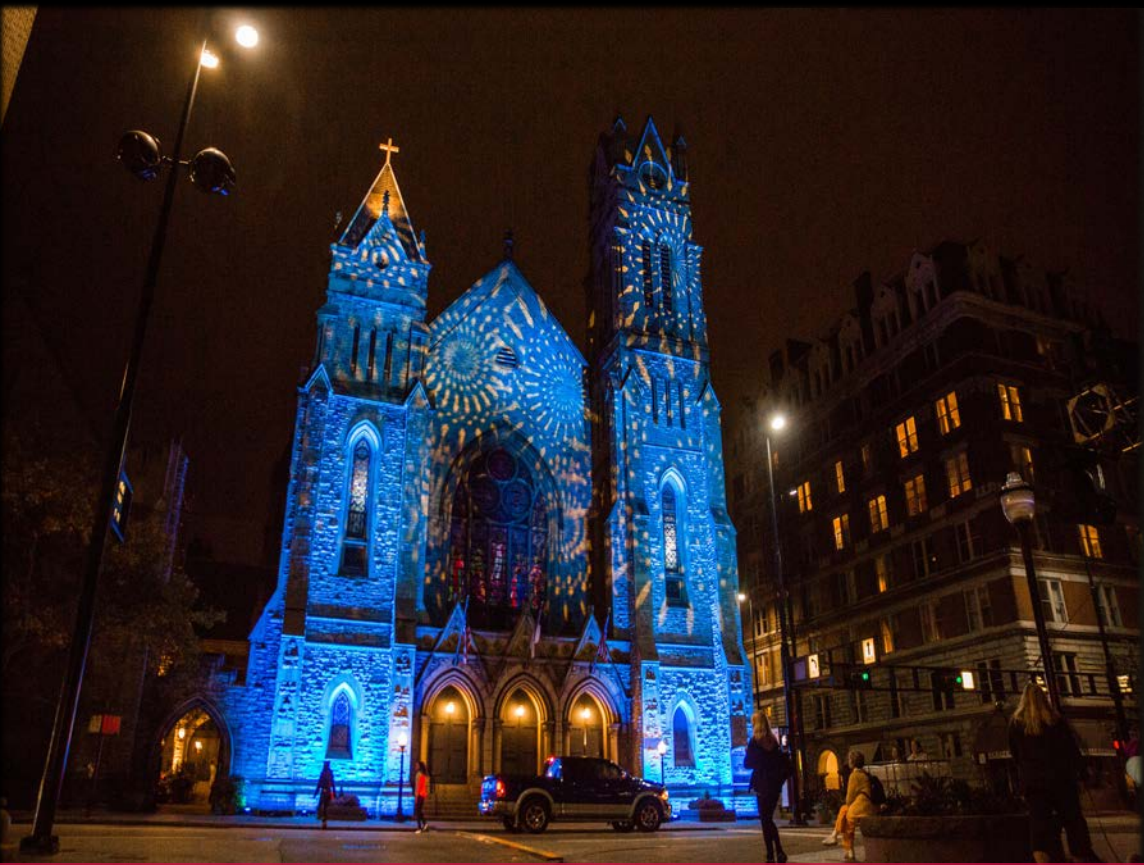
Inspired by Olafur Eliasson's light shadow work, three Berlinetta Aerodinamica Tecnica prototypes were displayed at the Phillips Studio showroom in the heart of Mayfair.

PRG used of a simple floor mounted rig to create dramatic shadows showcasing the wings of the cars. We also played with different angles to create dynamic and impactful effects.



BAT 94





## Case Study

### Blink Cincinnati 2017 & 2019

Blink Cincinnati is one of the largest North American art and media festivals, lasting 4-days and spanning over 30 blocks in Downtown Cincinnati and Northern Kentucky.

As the technical sponsor in 2019, PRG was responsible for 40 locations, supplying lighting and video including multiple PRG Best Boys, Mbox Media Servers and Icon Edges.





## CASE STUDY

### Samsung Galaxy Studios UK Launches

PRG worked alongside Cheil to provide AV technology for Samsung's experiential hub in Westfield London.

Consumers could get hands-on with the new Galaxy S10 range and take a digital tour of the insta-worthy experiences.

PRG provided an integrated bespoke experience using AV systems, LED and custom-made lighting.







In line with COVID 19 protocols for warehouse and onsite delivery, our staff have received the appropriate health and safety training and PPE in order to operate in safe working conditions. PRG takes multiple precautions to minimise the spread of bacteria and viruses to our clients and for staff.

PRG's health and safety objective is to minimise the number of instances of occupational accidents and illnesses to ultimately achieve an accident-free workplace.

Prior to work commencing on all projects, PRG carries out a full risk assessment and provides clients with soft copy health and safety documentation. It is also company policy to comply with all health and safety policies governing the general public and their involvement in any event.





**SEE  
WHAT WE  
CAN DO  
TOGETHER**

**PRG**

**STAFF**