

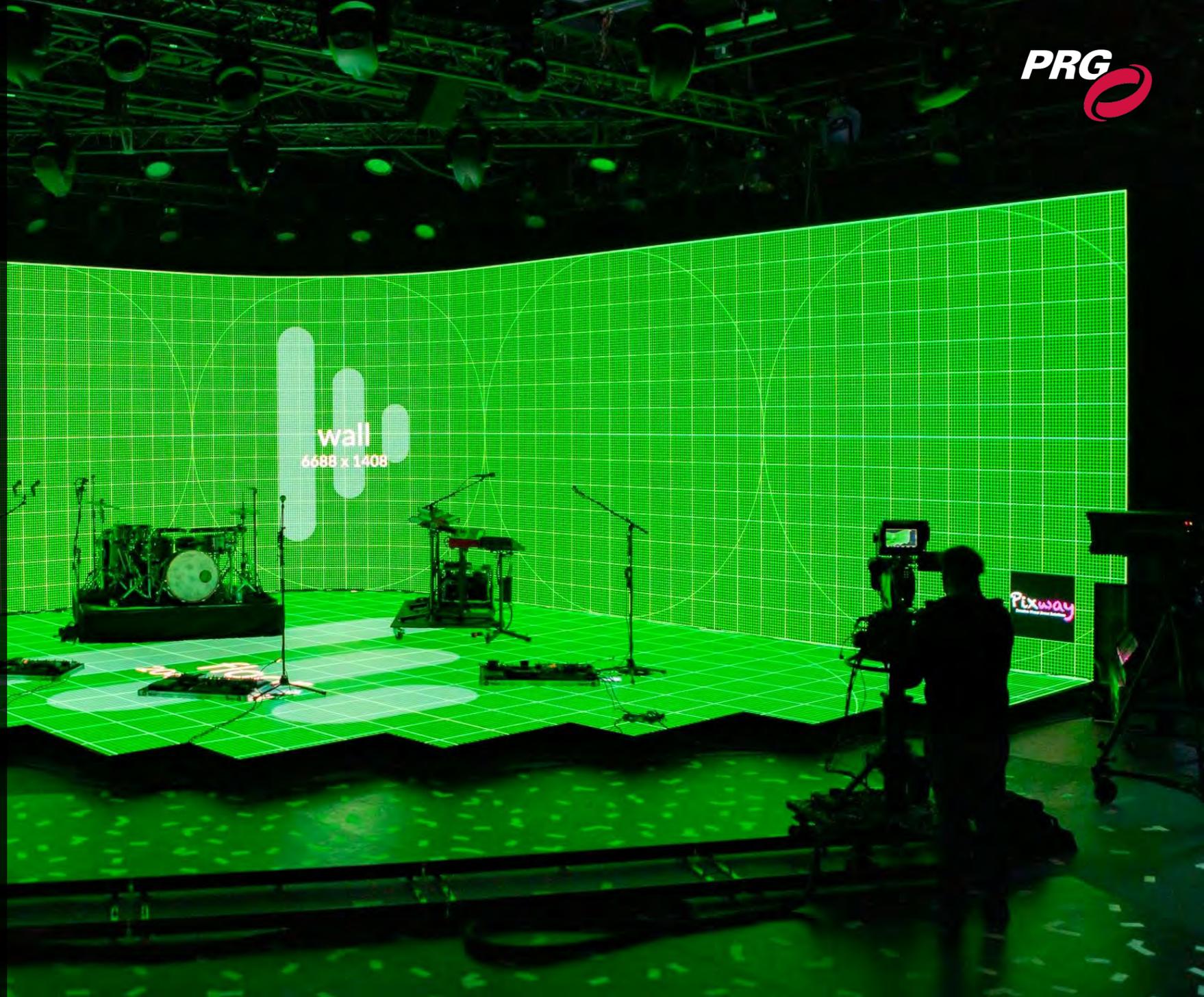
PRG DIGITAL STUDIOS

Safe Environments for
Video Creation at Every Scale



PRG offers digital 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.





PRG Digital Studios Worldwide

More Info [Here](#)

-  PRG VIRTUAL PRODUCTION STUDIO-XR
-  PRG DIGITAL STUDIO
-  PRG ALLIANCE PARTNER STUDIO

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

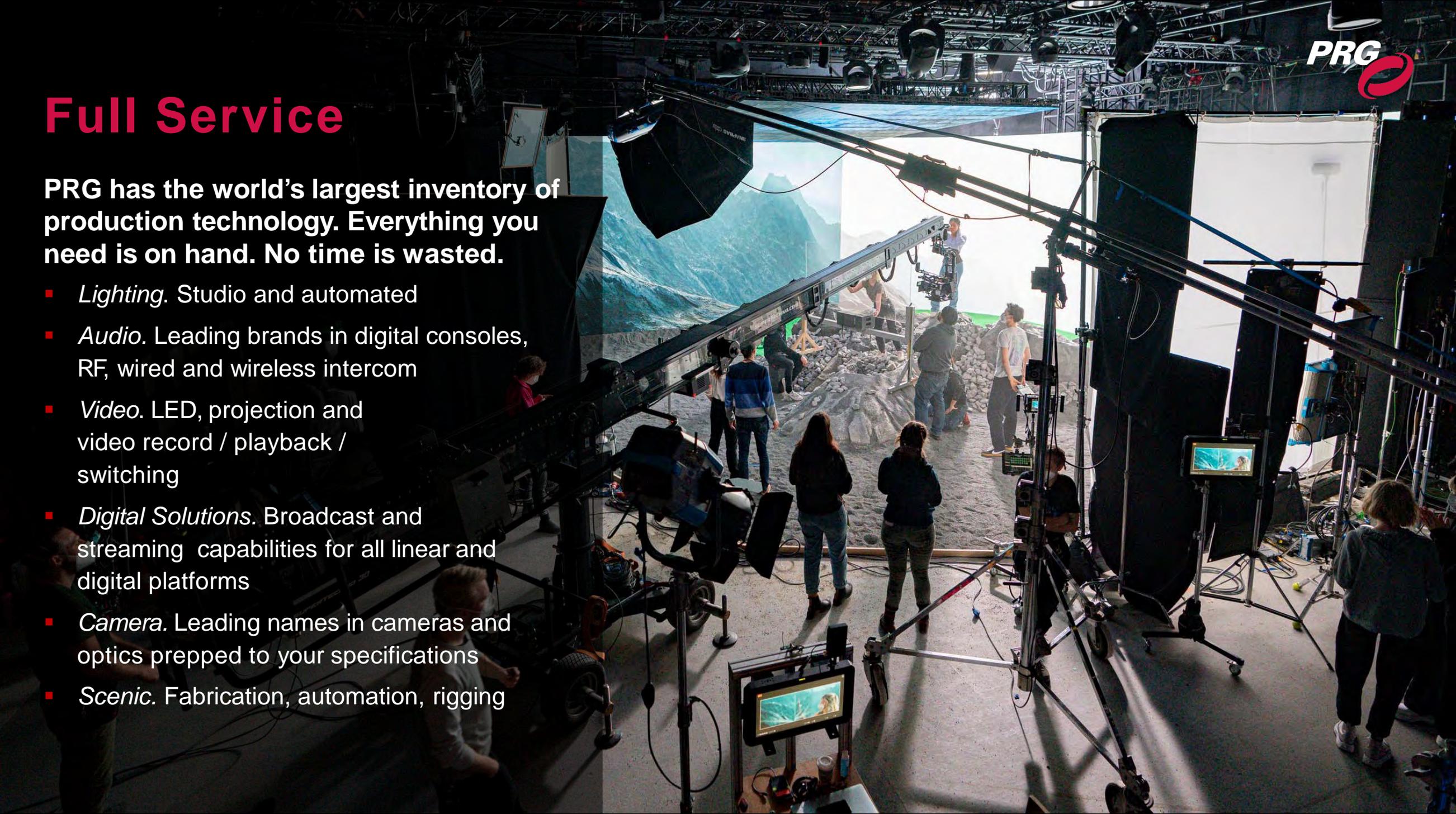
The new event landscape moves fast and changes instantly. We're ready to adapt as events affecting your production warrant



Full Service

PRG has the world's largest inventory of production technology. Everything you need is on hand. No time is wasted.

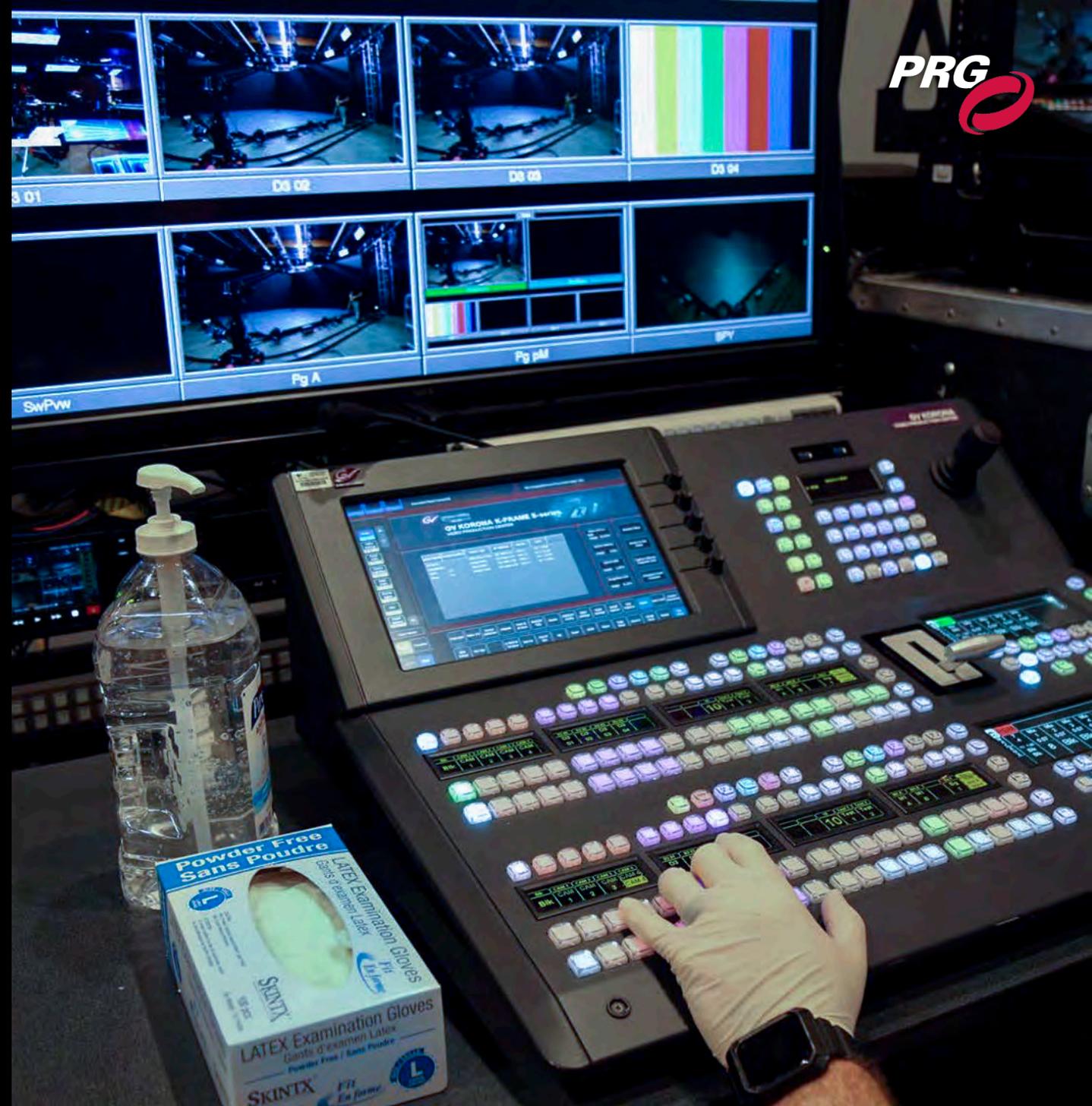
- *Lighting.* Studio and automated
- *Audio.* Leading brands in digital consoles, RF, wired and wireless intercom
- *Video.* LED, projection and video record / playback / switching
- *Digital Solutions.* Broadcast and streaming capabilities for all linear and digital platforms
- *Camera.* Leading names in cameras and optics prepped to your specifications
- *Scenic.* Fabrication, automation, rigging



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



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



Innovation

PRG holds 250+ patents and trademarks, many of which have transformed contemporary production practice. These are available at our studios:

- *xR Stage* (Available at Virtual Production Studio 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
- *GroundControl Followspot System* Emmy Award winner; safe, remote operation
- *Mbox Media Server* Product family for playback and compositing of every form of media asset





Enhanced Environments

Proprietary technology used by two of 2020's Oscar nominees in Cinematography

- Projection and LED screens create natural-looking backgrounds and lighting reflections on set
- Controlled, immersive environment allowing actors to respond and visualize
- Ability to bring a specific location to any stage and shift instantly from day to night
- In-camera imaging
- Replaces green screen
- Reduces post-production cost
- Playback in controlled on set from our media servers, creating a truly interactive and immersive environment

More Info [Here](#)



Virtual Crowd

Virtual Crowd is a fully scalable and customizable multimedia technology

- Allows artists, speakers and performers to interact with their fans, employees or clients in real time
- Seamlessly showcases high-quality production value and design within the online experience
- PRG's industry-leading expertise, service and solutions form the technological engine behind Virtual Crowd

More Info [Here](#)

Paris

Virtual Production Studio –xR

A highly customizable, multi-camera solution ideal for everything from a livestreamed corporate presentation to a pre-recorded music video – full xR and Virtual Production capabilities.

Facility Specifications

- TSF Cinema Studio Paris
- 30 minute drive from the Eiffel Tower
- 800m² of studio space
- Truss maximum trim height of 10m
- Power 400 Amp
- Hardline internet connection: 100Mbps up / 50Mbps down
- Virtual Background: LED walls, 5m h x 15m w
- LED Floor with mat cover



Hamburg

Virtual Production Studio-xR

A highly customizable, multi-camera solution ideal for everything from a livestreamed corporate presentation to a pre-recorded music video – full xR and Virtual Production capabilities

Facility Specifications

- Cinegate location. 30 minute drive from central station
- 300m² of studio space
- Truss maximum trim height of 6m
- Power 400 Amp
- Hardline internet connection: 100Mbps up/
100Mbps down
- Virtual Background: LED walls, 4m h x 22m w
- LED Floor with mat cover
- White cyc or green screen
- Green Room and Kitchen
- Isolated control room



London

Digital Studio

In the heart of Queen Elizabeth Olympic Park London, PRG Digital Studio @ Studio Wayne McGregor is the perfect place for your record, shoot, stream or base for a virtual and hybrid event.

Facility Specifications

- Boutique studio in a stunning iconic venue
- 7 Days a week (evenings and weekends)
- Flexible live/virtual spaces: basic sets or mini studio are possible and easy to implement
- Secure and uncontended internet access
- LED screen backdrop 10 x 3.5 meters, 3mm Pitch, curved or angled at both ends
- 4x camera setup: 1x Manned, 1x Locked Off, 2x Robotic
- Video control: E2 Barco switcher, D3 media server and playback for presentations and videos



Berlin

Digital Studio

In the heart of Berlin, PRG operates a fully equipped digital studio in cooperation with the agency Spreefreunde. Whether it's a one-day online conference or an elaborate multi-day event production, the studio can be adapted to your individual configuration wishes and needs.

Facility Specifications

- 15m² LED wall
- 3 scenes: Stage | Lounge | Entertainment
- Hybrid solutions available upon request
- Film and broadcast cameras
- Video and streaming control room
- Preview monitors
- LED lighting technology
- Audio monitoring
- Wooden acoustic ceiling for optimal sound
- 125m² cafeteria, including dressing room, make-up and catering space



Brussels

Digital Studios

With its large space in the heart of Brussels, our partner location 'The EGG' offers you flexibility and the right custom solution to stay connected with your audience.

There are different possibilities of studio setups to choose from, with technology provided by PRG:

- a cosy sofa corner for a relaxed ambience,
- a debate corner with social distance to welcome your panelists,
- an immersive studio with a 30m² LED backwall
- and even an inspiring upside-down library as a one-way journey to the land of imagination.

You choose the look-and-feel to suit your message and we deliver your virtual event!

More Info [Here](#)



Dubai

Digital Studio

Our Dubai Digital Studio is built entirely out of high resolution LED panels perfect for live-streaming and broadcast. With the functionality to support a variety of events from corporate conferences and ceremonies to product launches and music videos, the 'PRG Digital Studio' offers our clients access to a professional environment for broadcasted events.

Facility Specifications

- High resolution LED wall and floor
- Size: 4x4m LED Floor with 20m² LED walls
- Key lighting / Three point lighting package
- Video playback
- Ability to PIP video calls on LED or downstage monitors
- Camera package
- Livestreaming
- Audio package
- Autocue functionality
- Cueing system



Madrid

Digital Studio

The La Grada studio in Madrid is your state-of-the art choice to host your next digital, hybrid or virtual event. Located in the center of Madrid it offers you the flexibility of PRGs technology packages, including turnkey solution in terms of AV systems, streaming services and catering.

Facility Specifications

- 450m² of total area, with a main room of 255sqm
- Studio height: 4 and 7 meters
- Soundproof space
- 2-Face LED Wall Backdrop ROE Black Onyx 3
- LED Floor ROE Black Pearl 3
- Lighting set, with studio and show fixtures
- Video control with Disguise 2x4 pro, PCs Lenovo and Perfect Cue
- 2x Plasmas Samsung 65"
- 3x Cameras Sony HXC-100
- Sound System



Buenos Aires

Digital Studio

Located in the north of Buenos Aires, only 20 minutes away from the city center, with easy access to and from the Panamericana highway, we offer 360° turnkey solutions for all kind of digital & AV events. Our large spaces allow us to welcome small audiences while respecting social distancing during the events.

Facility Specifications

- 2500m² total area, with a main 380sqm studio and
- 2 additional 150sqm customizable spaces
- Private Parking for 100 vehicles with independent entrance
- 24 hour security
- Sound proof space
- Air conditioning and heating system
- Wooden polish paintable flooring
- 140+ sqm pitch 3 Indoor Led Screen
- Lighting set, with TV and show fixtures
- Full video server control
- 4 x Cameras SONY HSC-300 HD
- Livestream Server



Los Angeles

Virtual Production Studio –xR

A highly customizable, multi-camera solution ideal for everything from a livestreamed corporate presentation to a pre-recorded music video - can support xR and Virtual Production.

Facility Specifications

- San Fernando location. 40 minute drive from downtown
- 400m² of HVAC , 16,7 x 24,1m
- Truss maximum trim height of 6,7m
- Power 400 Amp 208 V
- Hardline internet connection: 100Mbps up/30Mbps down
- Virtual Background: LED walls, (2) 5x5m (1) 7,5 x 5m
- LED Floor: 248x active LED tiles
- White cyc or green screen
- Green Room and Kitchen
- Isolated control room with glass viewing enclosure



New York Digital Studio

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 180m², 24,3 x 7,3m
- Ceiling height 6,4m
- Ceiling grid
- Power: (2) 100 Amp and (1) 30 Amp
- Livestreaming capability 720p/1080p/4k
- Hardline internet connection 100Mbps up/30Mbps down
- Wood floor
- White cyc or green screen
- Virtual Background: (1) LED wall, 2,7 x 4,8m (h x w) *(modifications available)*



Orlando

Digital Studio

Built to meet the increasing demand for professional quality streaming of corporate meetings and presentations.

Facility Specifications

- Space 106m², 15 x 7m
- Ceiling height 6m
- Ceiling grid
- Power (1) 100 Amp
- Livestreaming capability: 720p/1080p/4K
- Hardline internet connection 100Mbps up/30Mbps down
- Concrete floor
- White cyc or green screen
- Virtual Background: (3) LED walls, sides 3 x 3m, back 10 x 5m (h x w) (*modifications available*)
- Green Room and Kitchen



Nashville

Digital Studio

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 222m², 18,3 x 12,2m
- Ceiling height 9,75m
- Ceiling grid
- Generator Power
- Livestreaming capability: 720p/1080p/4K
- Hardline internet connection 100Mbps up/30Mbps down
- Concrete floor
- Virtual Background: ROE CB5 LED wall 14,6 w x 7,3m (w x h)



Chicago

Digital Studio

Built for fast, efficient production at any scale with anything or anyone you need on-site, this studio is designed for livestreaming or recording of corporate presentations like keynotes, product launches and town halls.

Facility Specifications

- Space 285sqm
- Stage 13,7 x 10m
- Ceiling grid height 8,2m
- LED wall 5m high x 15,2m wide, 2.9mm resolution
- LED Floor, 15,2m wide, 6.2mm resolution
- Power (2) 200 Amp
- 24-hr access
- Climate control
- Green room, kitchen, dressing rooms, production office
- On-site parking
- Located 15 miles from downtown Chicago



Las Vegas

Digital Studio

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 313m², 22,8 x 13,7m
- Ceiling height 7,3m
- Ceiling grid
- Power (2) 200 Amp
- Livestreaming capability: 1Gbps up/down
- Virtual Background: tracking LED walls, green screen
- 24-hr access
- Climate control



Case Studies

MADO – A Virtual Production Experience By MADOXR and PRG

Consistently striving to leverage new technology to connect creators and their audiences, PRG France partnered with MADO XR to revolutionise the world of digital events and virtual productions.

- LED Cave of +300m² (5-sided LED)
- 22m long curved LED wall with a set opening of 15m
- Content: Virtual 3D Graphics & Photorealistic environment
- Augmented Reality & Set Extension & Compositing
- Real Time Camera Tracking - Scenery instantly reacted to the movements of tracked cameras
- The xR Stage provided a safe production environment within COVID-19 guidelines

Technical video [Here](#)

Impressions video Ep. 1 [Here](#)

Impressions video Ep. 2 [Here](#)



Balmain Fall / Winter 2021-2022 Fashion Show

Spectacular virtual fashion
show, produced at the PRG
Virtual Production Studio-XR
Paris

See Video [Here](#)





Wacken World Wide

PRG supplied the technology for this year's Wacken Festival, which was implemented as a live streaming event on an xR stage.

- The stage backdrop was a curved LED wall of 10.5m width by 5m height, with 2mm pitch
- Floor space: 80sqm of modular LED floor
- Colour correction of both walls adjusted by Brompton processors for xR use.

"Our service provider PRG did a fantastic job and served the bands in the most optimal way." – Holger Hübner, Wacken Open Air Co-Founders

More Info [Here](#)



The Social Experiment

This cinematic movie production took the revolutionary advantages of the PRG Virtual Production Studio-XR Hamburg:

- Authentic lighting effects and reflections
- Less post-production effort
- Cost saving
- Independent of time of day and weather
- Change of location at the touch of a button
- Privacy during shooting
- More creativity on the set
- Lower logistics expenditure



Photo Shoot

This photo shoot for a clothing company was produced at the PRG Virtual Production Studios Hamburg – advantages:

- Authentic lighting effects and reflections
- Independent of time of day and weather
- Change of location at the touch of a button
- Privacy during shooting



Fielmann Online AGM

For many years now, Germany's most successful optician Fielmann has been working with PRG to ensure that the annual general meetings and press conferences are carried out with technical and visual perfection. Due to the Corona crisis, like many, this event was held online in 2020 for the first time.

- Location: Virtual Production Studio at Cinegate in Hamburg (using two studios)
- Stage backdrop: 17x5 meters LED wall with ROE Black Onyx2 LED modules (5,984 x 1,760px at 2.8mm pixel pitch)
- Lighting: GLP S350 (washer and spots), GLP-X4 bars and FR1 LED moving lights

More Info & Making-of-video [Here](#)



26th Cycle of the Business Excellence Awards – Dubai

Dubai Economic Department hosted their first ever virtual ceremony to recognize the 26th Cycle of the Business Excellence Awards.

The PRG Graphics team created the entire event end to end, including the creation of the opening video, 3D virtual environment, green screen edit and integration of green screen into the virtual 3D set.

- Location: Virtual Production Studio at PRG Dubai
- The virtual MC was initially shot in a green screen studio and keyed into the 3D animated background.

See video: [Here](#)



جوائز التميز لقطاع الأعمال

Trans-Siberian Orchestra

The most beloved and hard-working holiday touring act joined the streaming train this season with an electrifying 90-minute performance of its album "Christmas Eve and Other Stories"

- Lighting, cameras, LED, audio and crew by PRG
- Record-breaking PPV viewership
- Shot at **PRG Digital Studios Nashville**



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 our **Virtual Production Studio** 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

See Video [Here](#)



Fortnite Spotlight Series

In-game concerts for Fortnite's Spotlight Series were shot and livestreamed from our **Virtual Production Studio**.

- Full lighting, video, audio, camera, broadcast equipment and crew from PRG
- Ongoing series with upcoming artists, Anderson .Paak pictured Fans were given an interactive concert viewing experience in Party Royale gaming mode

See Video [Here](#)



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 our **Virtual Production Studio**

See Video [Here](#)



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Video Creation at Every Scale

