

Studio Services

Blueprint for an Expanded Relationship

May 5, 2021



What's possible together?

The studio environment has never played a more significant role, not only for legacy TV/Film creators, but in music, corporate events and emerging fields like esports.

As the world's leading production solutions provider, PRG can power your effort to grow share and revenue during the current TV/film production boom.

PRG can collaborate with you at multiple points in your operation—from inventory management and maintenance to advanced production solutions.



Camera prep for the award-winning Netflix series, *Ozark*



The Opportunity

No other company matches PRG's ability to deliver **any technology or expertise to studios and their customers** anywhere on the globe.

In collaboration with PRG, studios can broaden their service menu with new revenue opportunities.



“ The pandemic shut down live events. But we never stopped innovating, we never stopped producing great work, we never stopped caring for each other.

Now, see where we're going... ”

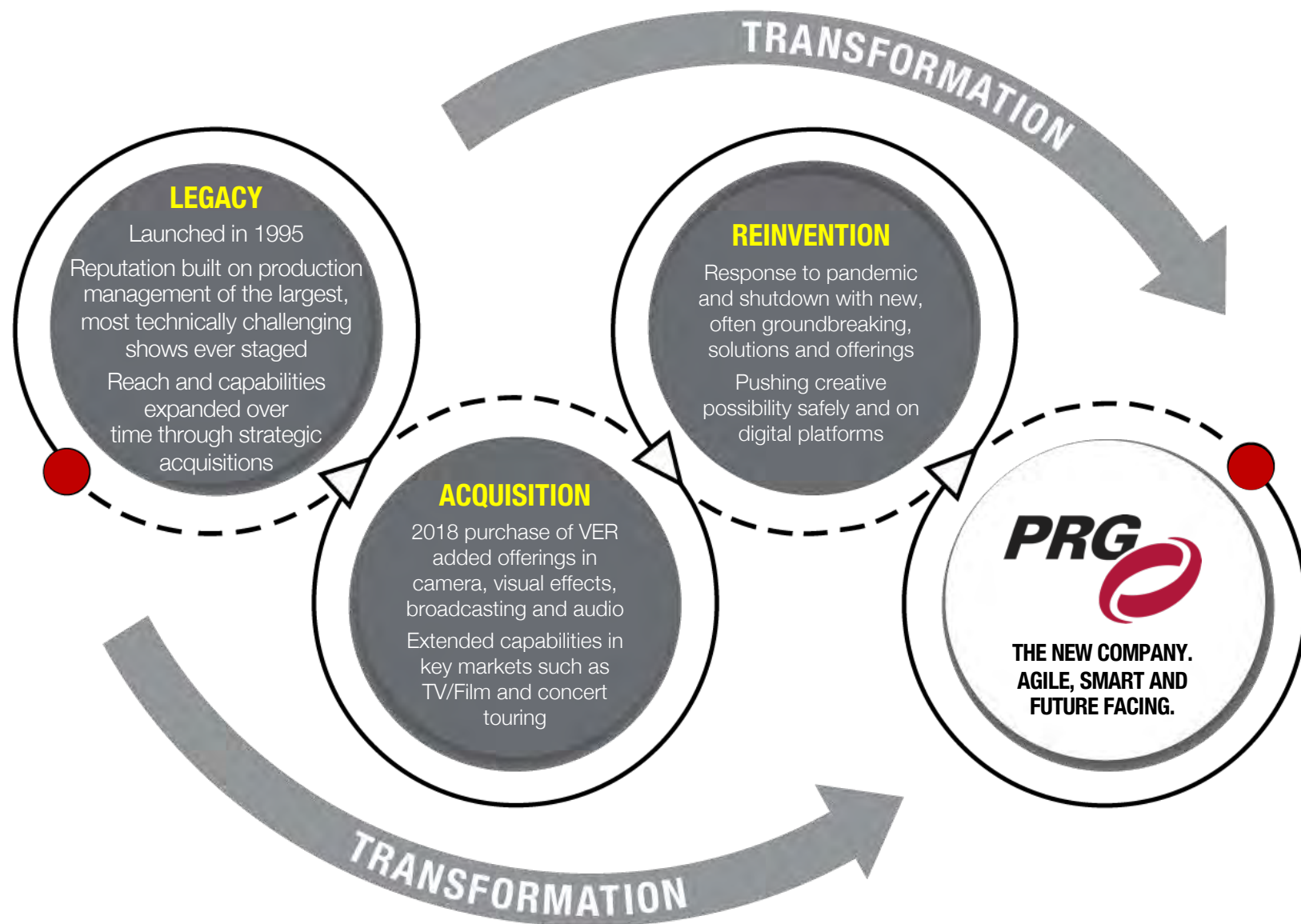
—JERE HARRIS, CHAIRMAN & CEO



The Company We've Become

Even if you think you know PRG—**look again.**

Reshaped by both a major acquisition and the pandemic, we're emerging as a new company prepared to define the future of entertainment and event production.



Production First

We're **solution-providers and problem-solvers**, not gearheads. Technology is essential to what we do, but it's our people, their passion and experience that defines and differentiates us.



PRG's is the long-running supplier of camera and related services for Dick Wolf's Chicago series.



For the 92nd Academy Awards, PRG once again furnished a complete lighting system with more than 1,000 fixtures. We also supported Full Flood Inc., at the red-carpet pre-show.



◀ You know us for lighting up some of entertainment's most important awards.

Now our solutions are ▶ helping cinematographers win those awards.

* PRG's proprietary Enhanced Environments technology helped realize the creative vision of two Academy Award nominated cinematographers in 2020: Lawrence Sher for *Joker* and Rodrigo Prieto for *The Irishman*

* *The Irishman* car process



* The hyper-realistic subway ride never left the studio in *Joker*



PRG has supported Goldenvoice at The Coachella Festival for the past decade on the main stage, the Yuma tent and working directly with individual artists' teams.



◀ You know us as the company whose technology helps bring fans to their feet.

Today, we're **sustaining** ▶ **that connection in-studio** with advanced solutions.

Virtual Crowd brings fan and audience interaction into the studio. Here, Metallica at the *Helping Hands* charity event



360° services for Black Eyed Peas at the Budweiser Rewind streamed concert series





Super Bowl XLI Halftime Show, Prince



▶ You know us as the longstanding provider of production solutions for the big halftime show.

This year, we added cameras and our **proprietary multi-camera workflow, 35LIVE!** for a truly cinematic aesthetic. ▶

* Given the unusual conditions and rapid-fire set-up of the halftime show, PRG's proprietary suite of lighting products are pressed into service, including the Best Boy® Wash, Bad Boy® Spot, Icon® Series and PRG GroundControl™ Followspot System.

The Weeknd halftime show performance. In a sports broadcast first, cinematic cameras captured the show via PRG's proprietary 35LIVE! multi-camera system.



PRG set a new standard for stage automation in 1988 when it introduced the patented Stage Command™ motion control system on *Phantom of the Opera*.

◀ You know us for industry-shaping innovations in scenic automation.

Today, that scenery ▶ might be virtual, in the hands of our extended reality experts.



Commercial for medical device maker Masimo. One of the first Covid-era shoots, it was narrated by Morgan Freeman and featured an original song by Miranda Lambert.



We bring creative vision to life for **content creators**, artists, designers and business leaders.

We are people powering creativity.



PRG provided lighting, audio and cameras for TBS' extreme talent reality series, *Go-Big Show*, which launched with one million viewers, more than for any unscripted launch at the network in the past three years.

Our portfolio consists of artists and brands who are **defining the next generation** of events.



No other player in the production space has such a dominant position in so many forms of entertainment and live experience.



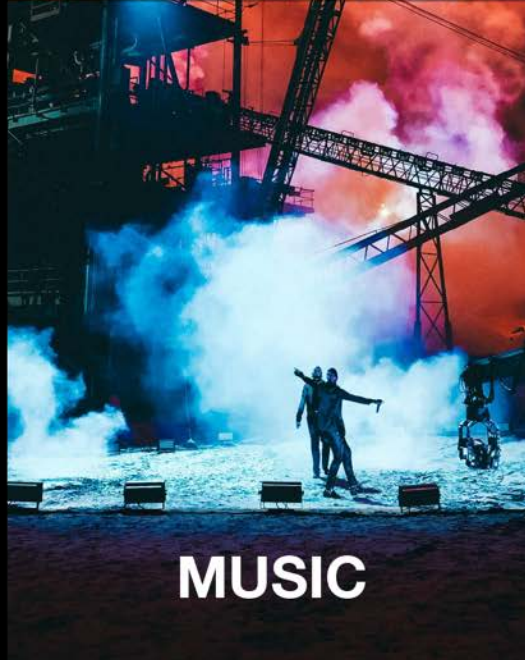
TV



FILM



LIVE BROADCAST



MUSIC



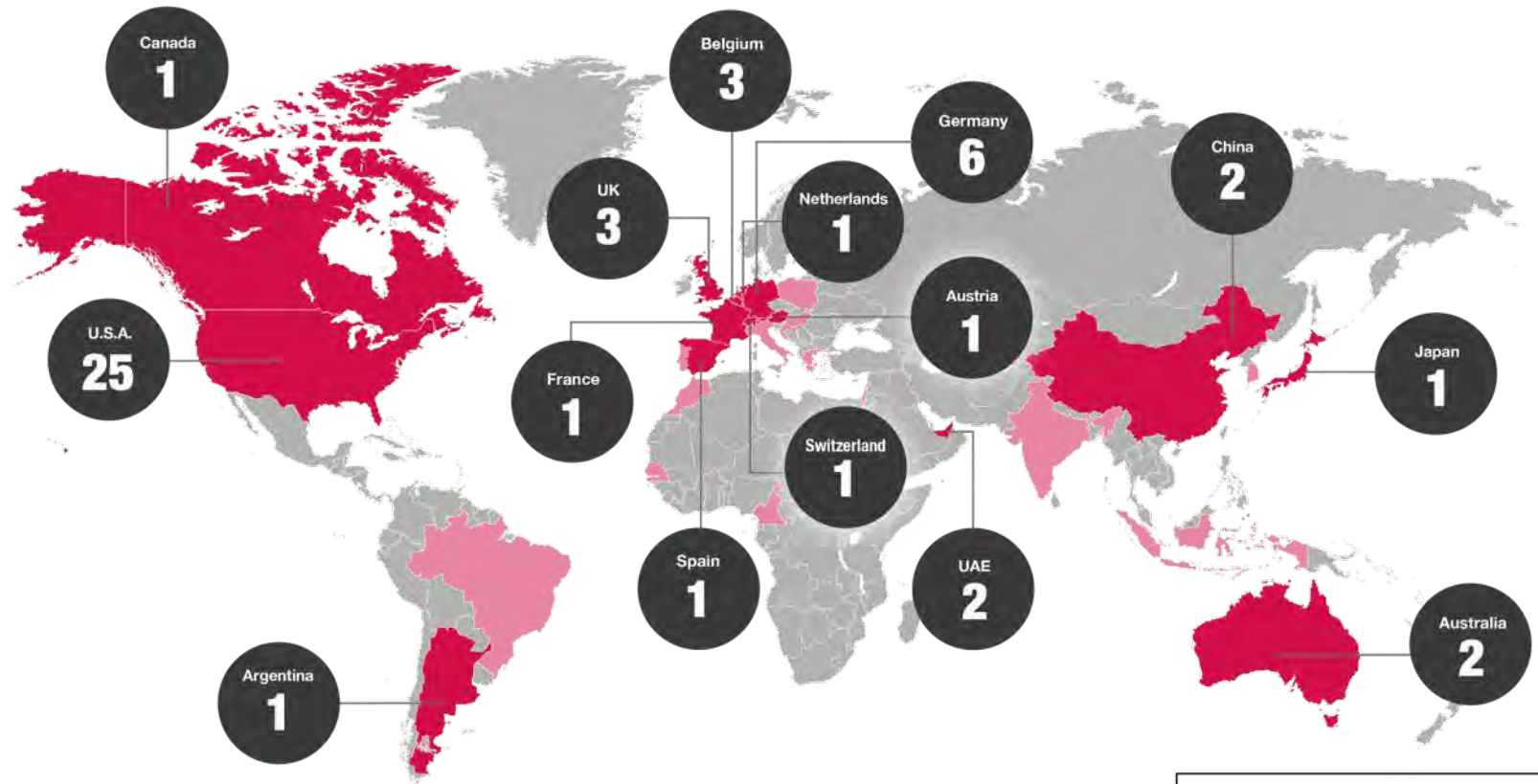
THEATRE



CORPORATE EVENTS



...Or such a global footprint.
 At a time when there are barriers to moving people and technology across borders, PRG is uniquely able to **execute anywhere** in the world.



The Americas – 27 locations

Albuquerque • Atlanta • Boston • Buenos Aires • Chicago
 Dallas • Detroit • Houston • Las Vegas • Los Angeles
 Miami • Nashville • New Jersey • New Orleans • New York
 Orlando • San Francisco • Seattle • Toronto • Washington, DC

EMEA - 19 locations

Germany • United Kingdom
 Belgium • Dubai • France
 Netherlands • Austria
 Spain • Switzerland

Asia Pacific - 5 locations

Australia • China
 Japan

PRG Alliance: Certified Partners

Brazil • Croatia • Cameroon • Greece
 Hungary • Italy • Israel
 Indonesia • Morocco • Portugal
 Poland • Senegal • Singapore
 South Korea



PRG additionally 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. Consider PRG's worldwide studio network for your studio overflow needs.



A live music performance on a stage. A large screen in the background displays the band. The stage is lit with purple and blue lights, and a camera is visible on the left. Laser beams crisscross the scene.

**NO OTHER
PARTNER
OFFERS SUCH A
VAST SET OF
CAPABILITIES**

Technical Scope & Integration

PRG is unsurpassed in the breadth and diversity of the production services it offers and, as critically, **the ability to integrate and apply them** in response to the needs of studios and their customers.



The iconic Wacken World Wide festival went virtual from an xR stage in Hamburg. PRG supplied integrated technical services spanning lighting, audio, rigging, video, cameras, broadcast and media servers. The festival's heavy metal content generated 11+ million views across digital and social platforms.



Camera & Optics

The most extensive inventory of cameras, lenses and accessories plus camera prep facilities across the United States.

Proprietary:

35LIVE!, FrontRowCam

In Inventory:

Sony, ARRI, RED, Canon, Panasonic, Angenieux, Leica, Cooke, Fujinon, Zeiss

Video & Projection

Advanced video solutions, leveraging proprietary technologies far-reaching inventory in LED, projectors and media servers.

Proprietary:

SpaceFrame™, Mbox®, Enhanced Environments

In Inventory:

ROE, Absen, Barco, Panasonic, Unilumin, AirCover, Disguise

Performance Lighting

Able to service any lighting need in the studio or on location. Experience in every entertainment and live-events market.

Proprietary (partial list):

Best Boy® HP, GroundControl™

In Inventory:

ETC, Vari-Lite, Martin, Clay Paky, Robe, ARRI

Audio

Unsurpassed for both the experience and knowledge of our audio team and the scope of our inventory.

In Inventory:

Shure, Sennheiser, Lectrosonics, Calrec, Focusrite, Yamaha, Clear-Com, Telex/RTS, Riedel



Scenic & Automation

We manage the most complex builds, entering your project anywhere between napkin sketch to technical drawing. Our highly-respected fabricators, drafters, cravers, engineers and project managers deliver your vision every time.

Proprietary:
[BAT Truss®](#), [Stage Command™](#)

Broadcast Systems

End-to-end solutions to support the simplest or most demanding of productions with flypacks, wireless audio and video, fiber solutions and much more.

Partnership: Advanced broadcasting capabilities in conjunction with DTAGS allow you to stream from anywhere with remote solutions including transmission, production control rooms, audio rooms, EVS rooms and TOC

Livestreaming

Deliver your content to anyone with a screen anywhere on the globe. We apply unsurpassed inventory and deep expertise to bring you trusted, tested service.

Custom Solution:
At Home Livestreaming Kits. Plug and play solutions enabling presenters to professionally stream from home

Virtual Production

PRG is a pioneer in virtual technologies, including extended reality and real-time camera tracking with live previsualizations.

Proprietary:
[Enhanced Environments](#),
[Ncam®*](#), [PRG xR Stage \(Los Angeles\)](#)

* PRG is exclusive North American rental provider of Ncam® technology

Studio Solutions

At PRG, we've spent the pandemic innovating next-generation solutions that **power studio production**, driving efficiency and creative impact.



Extended Reality

PRG is at the leading edge of xR and other virtual production workflows.

- Growing portfolio spanning music, gaming, commercial work and corporate events
- Infinite creative possibility
- Graphics rendered and displayed on LED screens, onto the broadcast feed or composited
- Use in music, esports, film, tv, commercial production and video capture for virtual events
- Talent tracked in 3D space, enabling interactions with augmented graphics



J BALVIN FORTNITE

Virtual Crowd

Crowds are back in a new way

- Real-time interaction between talent and audience
- Performers and presenters see and interact with their audiences, just as they would at an IRL event
- Latency all but completely reduced
- Concerts, benefits, corporate events, product launches
- Can be branded, customized or scaled for any event
- Developed with creative partner Fireplay



Livestreaming

Comprehensive digital services in support of any event at any scale

- View securely or invite the world
- Device and platform agnostic
- Any type of content or media
- Limitless points of origination and distribution
- Services include:
 - Training
 - Rehearsals
 - Video pre-records
 - Video capture and switching
 - Platform solutions



35LIVE!

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

- PRG's 35LIVE! Technology re-defines the traditional multi-camera approach, with digital 35mm cinema cameras and lenses
- A new workflow focusing on the cinematic aesthetic, using modular fly-pack systems and/or full truck capabilities for any scale production
- Special focus towards the cinematographer and the aesthetic vision of the project
- Application to live broadcast and music events



Enhanced Environments

This proprietary green-screen replacement technology was used by two of 2020's Oscar nominees in Cinematography

- Projection and LED screens with playback controlled by media servers create natural-looking backgrounds and lighting reflections on set
- Unlike green screen, allows actors to respond and visualize to their environment
- Ability to bring a specific location to any stage and shift instantly from day to night
- In-camera imaging
- Reduces post-production cost



Watch the video.

Cinematographers discuss the benefits of enhanced environments.

Next Level Green Screen

The combination of LED screen technology and content playback introduces dynamic features

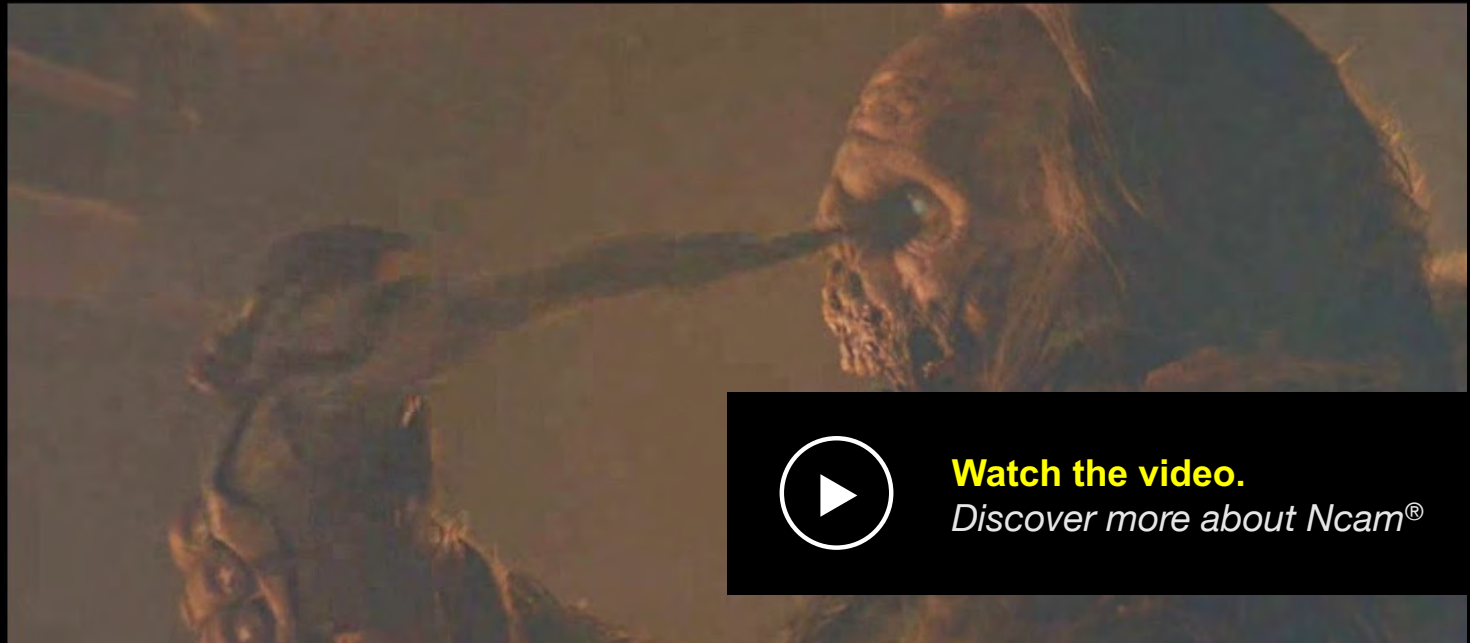
- Director and actors immersed in real-time environment
- Real-time visuals and ambient lighting for cinematographer and gaffer
- Background is no longer a 2D surface - it can now act as a 3D background with based on camera point of view and positioning
- Removes green screen glare from actors



Ncam®

Real-time camera tracking technology.

- Highly mobile and delivers live pre-visualization of environments, set extensions and CGI elements directly in-camera
- Easily integrates into existing workflows and provides accurate on-set framing tools
- Consists of multi-sensor camera bar and a tethered server system
- Can attach to any type of camera without requiring modifications to the set or location
- Visualize VFX shots in real-time
- Replacing blue and green screens

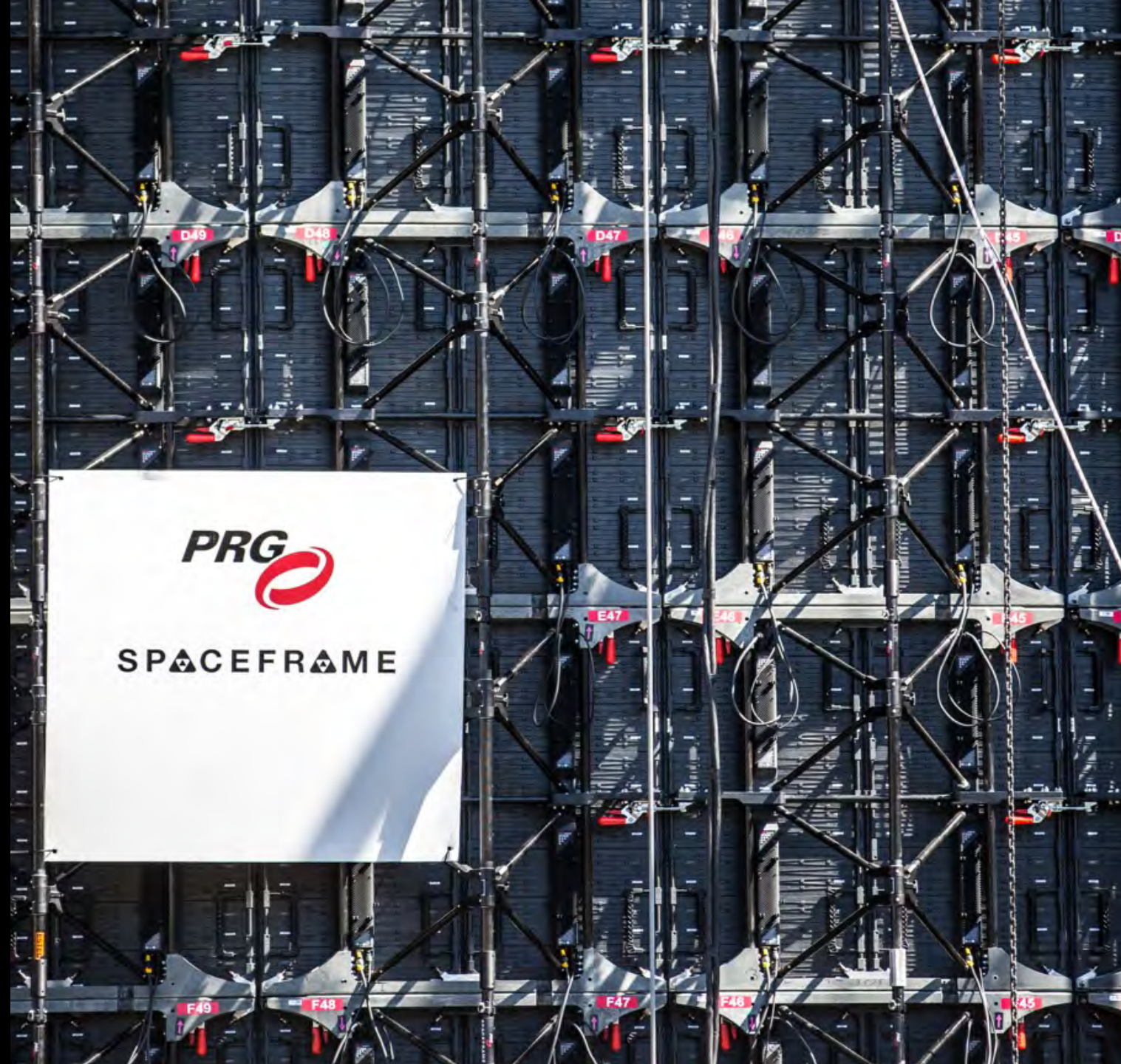


Watch the video.
Discover more about Ncam®

PRG SpaceFrame®

Lightweight LED frame design that enables fast, efficient set up, whether on tour or in the studio environment.

- Seamlessly integrates LED panels for unequaled efficiency and creative possibility
- Originally engineered for concert touring with ultra-light carbon fiber construction, collapsible and built with intensive structural strength
- “Climbable” for faster deployment and a safer work environment
- Promotes sustainability by reducing truck space by approximately 35%
- Empowers artists and designers to think outside the conventional LED box



Quality Assurance

QA teams at all PRG locations ensure each piece of equipment meets performance expectations and safety standards.

PRG's quality assurance program includes:

- Implementation of regular training programs for technicians and engineers
- Proactive solicitation of client feedback on performance issues and suggested performance improvements
- Align PRG QA practices with those of other companies both inside and outside of our industry
- Track the maintenance and performance history of each piece of equipment in PRG's AMS (Asset Management System)



Rigging Expertise & Capabilities

- Licensed Professional Engineers
- Practical Engineering Consulting on Safety/Capabilities
- Knowledge of Facility & Structural Rigging
- Engineering Services for Show/Rigging Support
- Extension of your Engineering Staff
- Facility knowledge from years of hands-on experience
- Product Safety Certifications (ETCP, ITI)
- Maintenance of ASM/PRG Equipment (CM Motor Certification)
- Cable Quality Control
- Inventory Rotation (QC process)
- Fabrication Capabilities



Producing Safely

We comply with all governmental guidance. Our compass is common sense and caring for our customers and teams.

- Social distancing and proper PPE guidelines on all projects
- Temperature scanning, wellness declarations and controlled access to our facilities
- Enhanced equipment-cleansing measures as part of our QC processes for assets with high user interface
- Coordination of staffing, such as staggered break times, limits on in-person gatherings and defined work zones



Relevant Experience

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



[Watch the video.](#)

The Social Experiment

Space scenes for the film were shot using xR technology at PRG's Virtual Production Studio

- Shot at PRG's xR Stage in Hamburg
- PRG provided camera, lighting, labor, LED and facilities

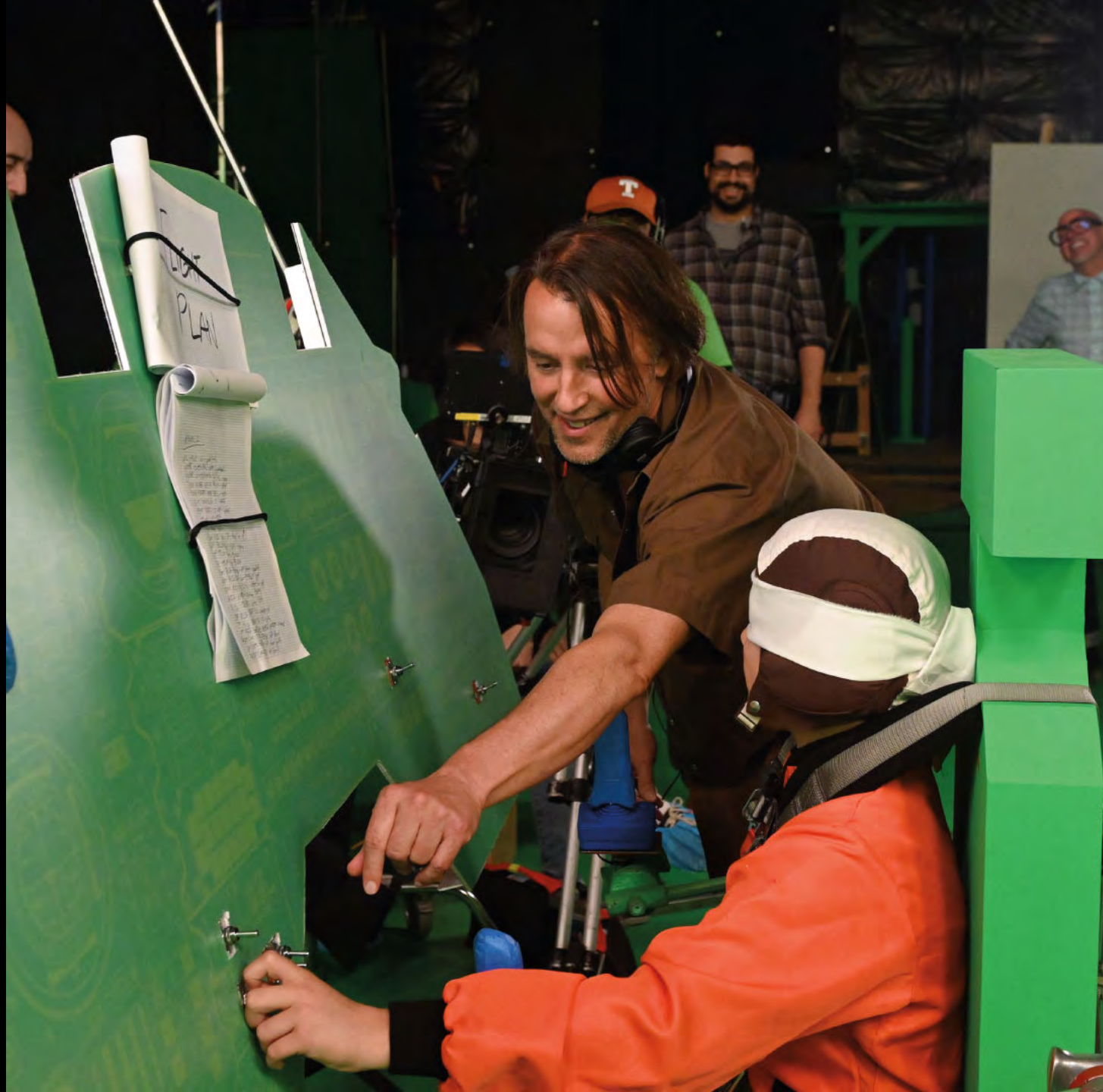


Apollo 10 1/2: A Space Age Adventure

Ncam® was used to combine live-action with animation in “Apollo 10½,” a film set against the backdrop of the Apollo 11 mission to the moon

- Innovative hybrid of hand drawn and computer animated imagery
- Ncam allowed real-time tracking for previz on set
- Billed and delivered from PRG Dallas location

“It’s been a fun, creative journey to incorporate things like 3D graphics into a live action shoot to help bring this story to life.” - Director Richard Linklater



“ 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 AND PRG'S XR STAGE



Watch the video.



Yungblud Streaming Show

After cancelled shows in 10 countries due to COVID-19, the artist and his team looked for an alternative to touring

- With less than 24 hours notice, PRG worked to support the rocker's livestream event which received over 300k views on YouTube
- PRG provided the audio solution and sourced all gear – including the broadcast truck



Sotheby's Global Virtual Auction

Global, real time bidding powered by PRG camera and broadcast technology, contributing to the company's most successful day of 2020.

- PRG provided camera, labor, flypacks and technical management
- Provided robotic cameras specifically to comply with social distancing
- AGITO Tower cam ran on 50 ft of track with full pan and tilt range of motion
- PRG crew and production in Manhattan
- Over £292 million worth of art auctioned
- Client: Roundhead Creative



Unhinged

PRG provided cameras for the 2020 action thriller starring Russell Crowe

- Entire movie shot in New Orleans during hurricane season and takes place in one script day
- Special Black-Tek rigging system allowed for quick camera setup
- Quick, efficient gear swaps meant the DP and director never waited on any equipment

“I can’t say enough good things about Mindy from PRG and the entire crew in New Orleans. They were so supportive, and all the gear swaps were seamless. I have no recollection of anything coming in and out, and that’s the way it should be.”

- Brendan Galvin, Director of Photography, Unhinged



Hannah Gadsby “Douglas” Netflix Special

PRG’s 35Live multicamera system was used to shoot the critically acclaimed comedy special live at the Ace Hotel in Downtown Los Angeles.

- Large sensor 35mm camera system created a cinematic look and feel
- Provided a team of dedicated PRG specialists
- Proprietary technology only available at PRG



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



NETFLIX

Ozark

Our services for the Netflix crime drama contribute to the booming Georgia production industry

- PRG provides camera and camera support for the series
- Local PRG Atlanta offices allow for swift gear swaps and low transportation costs



Tom Ford BLIVE

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, B Live 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



Chicago Series (Fire, Med and P.D.)

We provide continual support for Dick Wolf's exciting franchise and its noteworthy contribution to the booming Chicago production industry

- PRG provides entire camera package including ARRI Alexa Mini and ARRI Amira cameras to all three shows
- Lenses include Fujinon Cabrio, Angenieux zoom, Zeiss prime and accessories
- Local PRG Chicago camera prep facility allows for swift gear swaps and low transportation costs



America Ninja Warrior

For the last four seasons, PRG has worked as a production partner for the top reality show

- Customized broadcast truck used for self-contained complete setup on the go
- Camera, audio, wireless video and engineering systems by PRG
- Partnership has resulted in a faster, more efficient production



Roland Garros

Tennis Channel trusted PRG to safely and successfully provide engineering and technical infrastructure for the French Open

- Limited personnel requirements and travel restrictions forced remote work from Los Angeles and Stamford
- PRG-designed system includes Evertz EQX router, along with a Grass Valley Kayenne K-Frame switcher, EVS XT3 replay systems, and Calrec Artemis audio console
- Also provided an intercom system specially equipped to talk to the remote locations




Regular Heroes

PRG supplied all camera gear for the eight-part Amazon Prime docuseries, which highlights the unsung heroes of the pandemic.

- Camera packages from PRG
- Show offers support and assistance with donations of goods and services
- Produced and created by Big Fish Entertainment and MGM Company





“ THE GREAT THING ABOUT
WORKING WITH PRG IS THAT
THEY LOVE TO SOLVE
PROBLEMS JUST AS MUCH AS
WE FILMMAKERS DO. ”

—OSCAR-NOMINATED CINEMATOGRAPHER LAWRENCE SHER, ASC



Watch the video.

Oscar-nominee Lawrence Sher, ASC, discusses how this technology realized the filmmakers' vision.

Contact Info

For questions, gear rentals or information:

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