

VIRTUAL PRODUCTION STUDIO

Home of the xR Stage

October 20, 2020



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

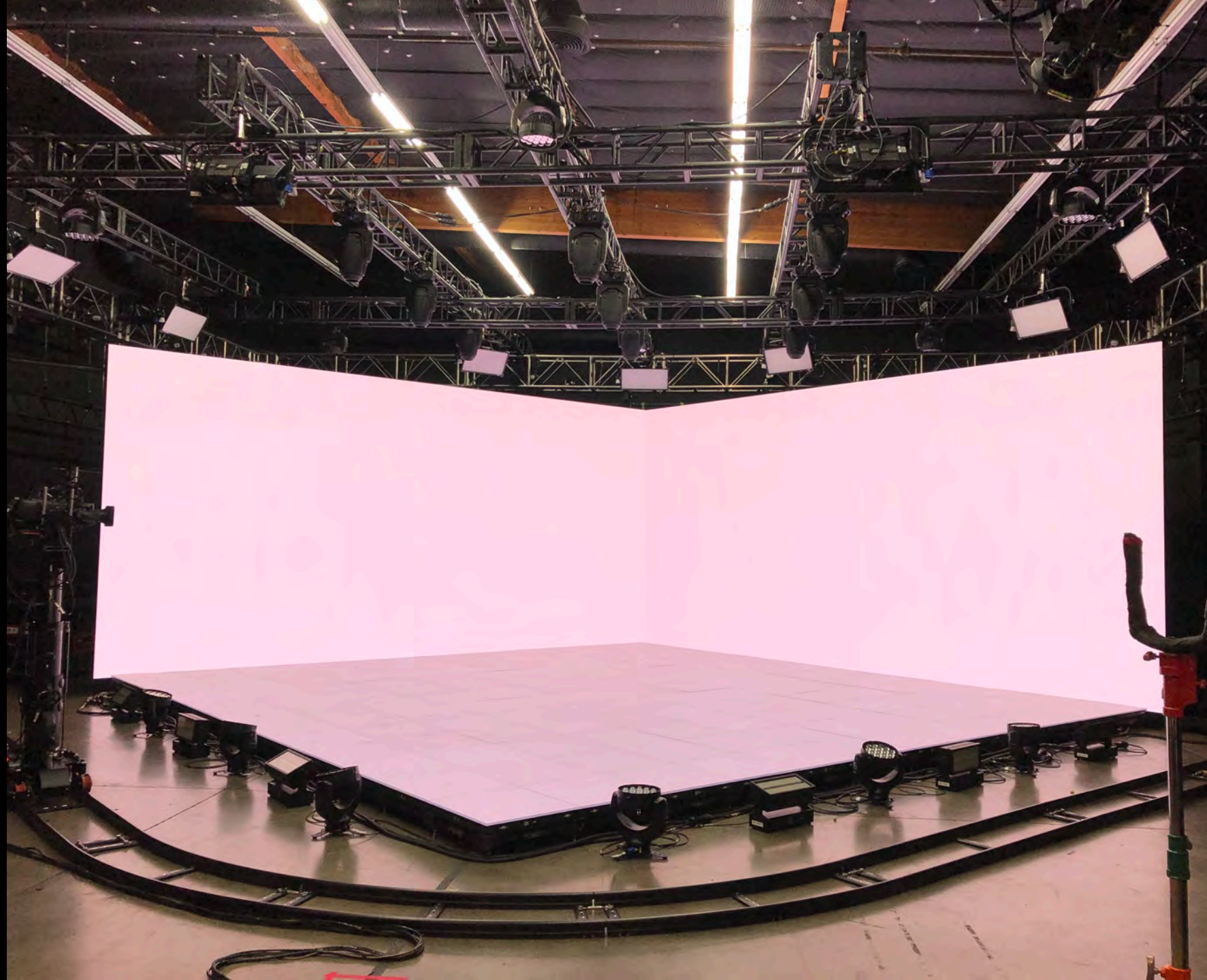
Our xR stage offers a deeply immersive experience for both the viewers and the performers.



“ 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

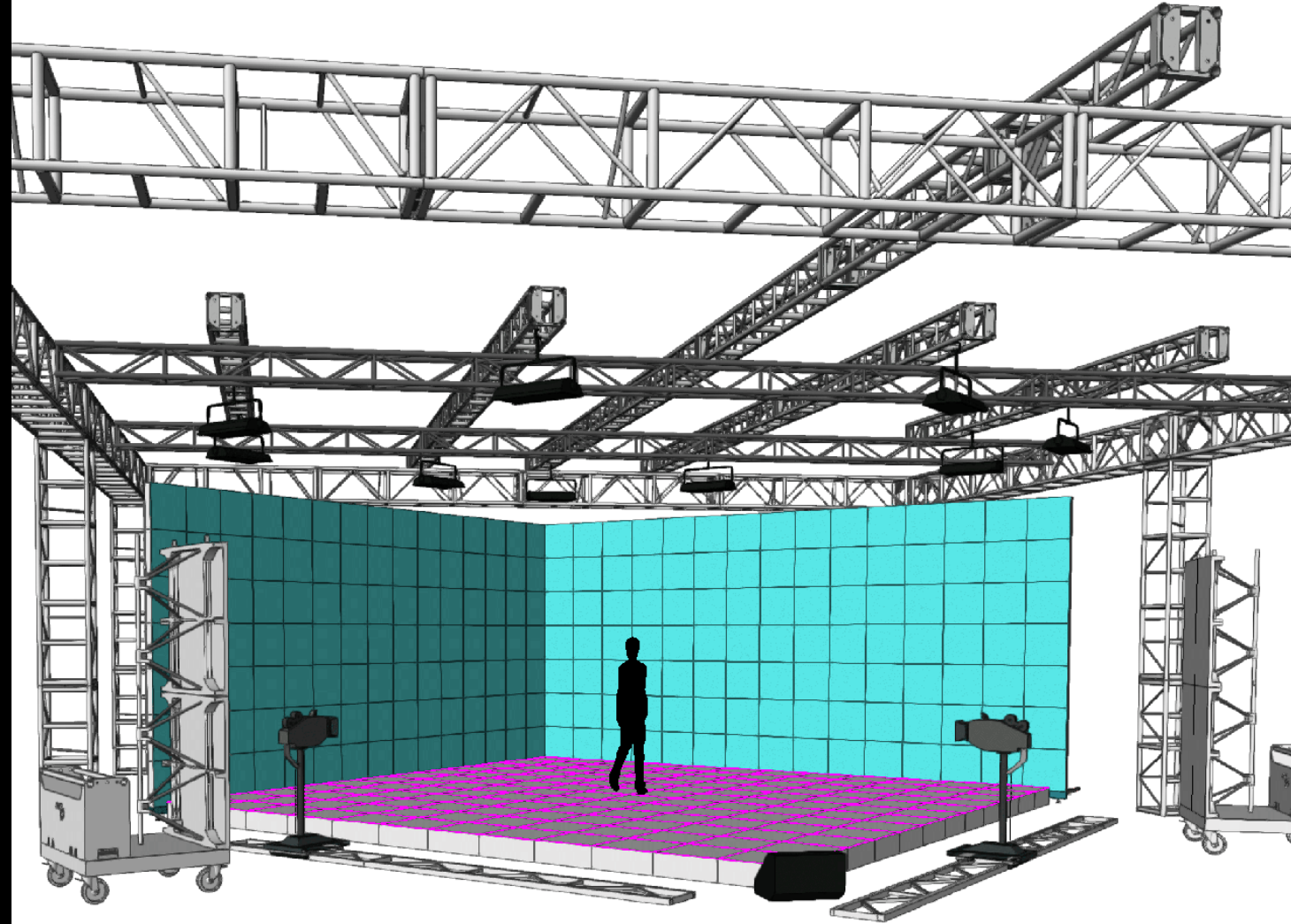
PRG's Virtual Production Studio in Los Angeles provides a safe environment that supports productions within COVID-19 guidelines.



Setting the Stage

Our structured workflow and custom engineered products come complete with an LED stage, floor and lighting rig. For cameras, a Sony F55 4K Live Studio System, Furio dolly and Jimmy Jib come standard.

For any additional needs, much of our rental inventory including robotic, cinematic or broadcast camera options and additional lights are available at our nearby facilities.



Venue Features

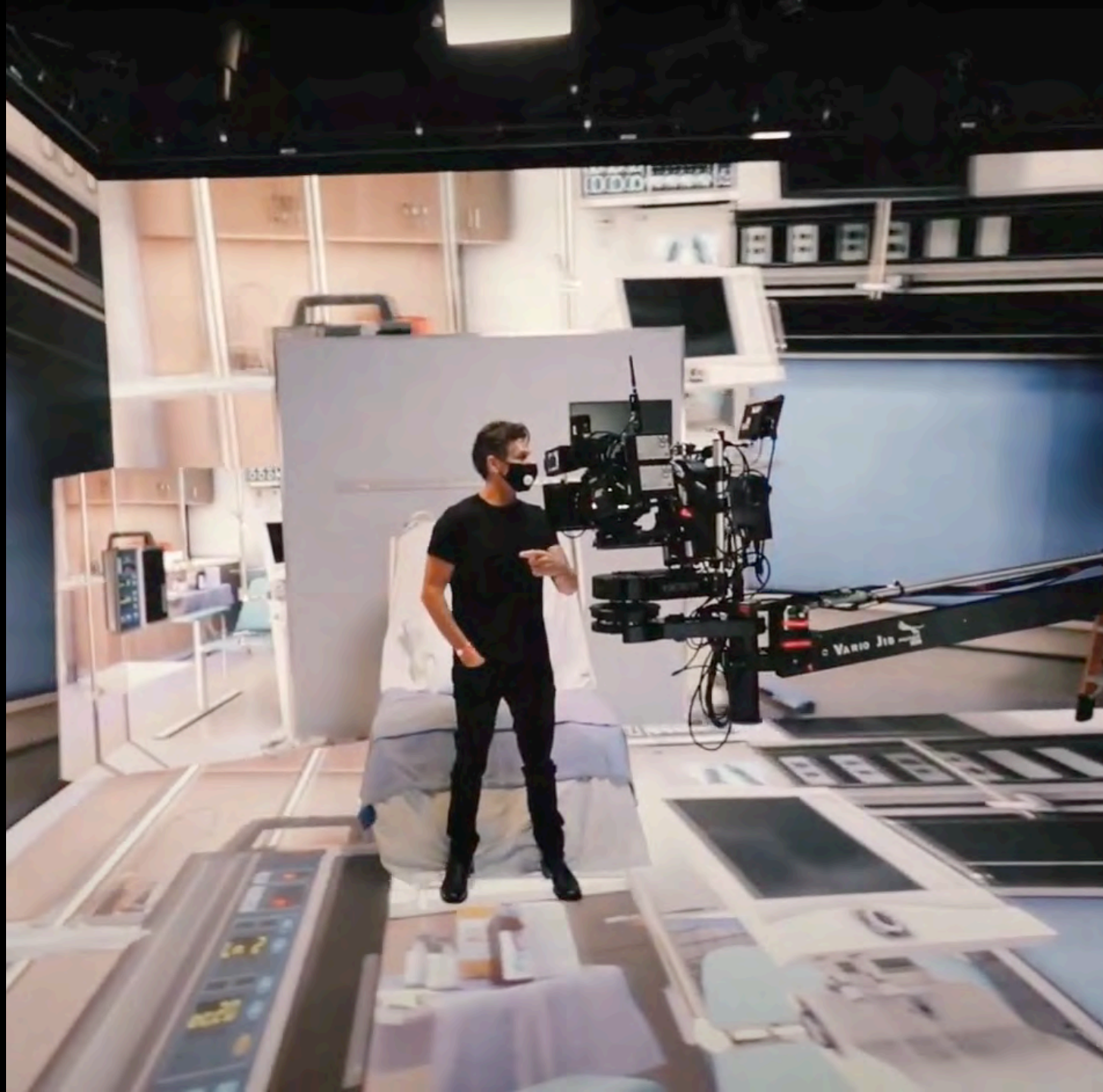
- Supports both xR and non-xR shoots
- COVID compliant
- Temperature scanning
- Full broadcast facilities
- Artist green rooms
- Social distanced work zones
- Catering space and production offices
- On-site parking
- Space: 2790 sq ft, 62' x 45'
- Ceiling Height: 13'
- Ceiling Grid
- Power (1) x 200 amp
- Livestreaming capability: 720p/1080p/4k
- Hardline internet connection: 100MB up/30MB down
- LED Floor: 24' x 24'
- White cyc or green screen
- Virtual Background: (2) LED walls, 11' h x 24' w





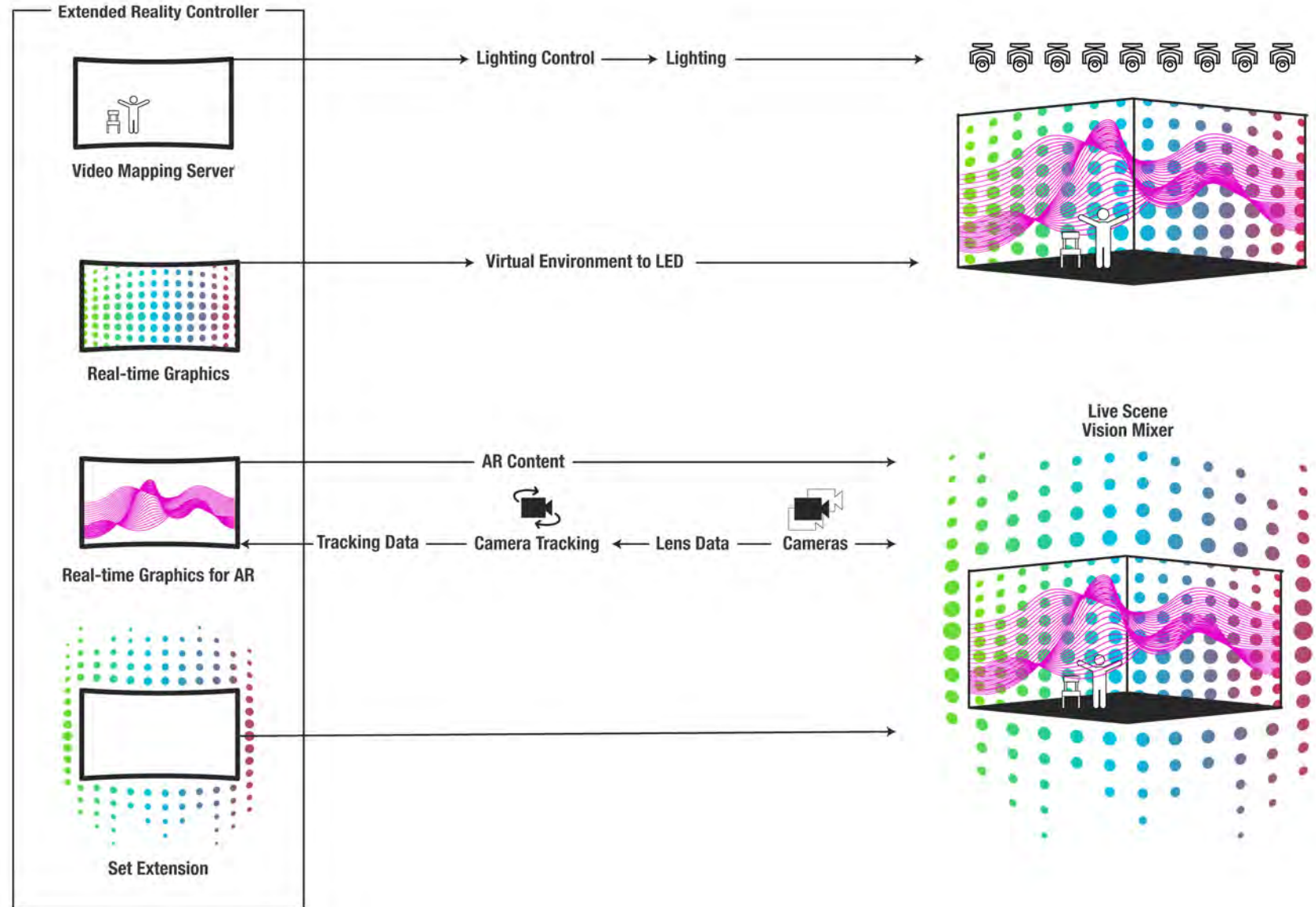
Scalable Extended Reality

Our immersive extended reality environment can accommodate any pre-recorded or live production and is designed to provide full control over both the lighting and the filmed scenes with real-time visualization.



xR 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



ANDERSON .PAAK, FORTNITE

Case Studies

We take a custom approach to every project. The following case studies show the range of productions we've hosted from our Virtual Production Studio in Los Angeles.





Fortnite Spotlight Series

In-game concerts for Fortnite's Spotlight Series were shot and livestreamed from our 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



[Watch the video.](#)



Masimo

Commercial from medical device company Masimo utilizes xR technology to illustrate how pandemic challenges have led them to grow as a company

- 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.](#)



Gamescom ONL

The gaming showcase hosted by Geoff Keighley was broadcast completely live from our xR Stage

- Camera setup: two Sony F55's on the Furio floor mounted robotic camera system and one Sony F55 on a Jimmy jib
- Ncam system for real-time rendered 3D content with Unreal Engine
- Set extensions and CGI elements integrated into the xR workflow

Americas got Talent



America's Got Talent

The xR workflow at our studio in Los Angeles helped the America's Got Talent production team create compelling backdrops for their host, Terry Crews

- Reduced crew and locations
- Furio track cameras
- Worked with Fremantle and America's Got Talent since the show's first season in 2006



[Watch the video.](#)



American Idol Finale

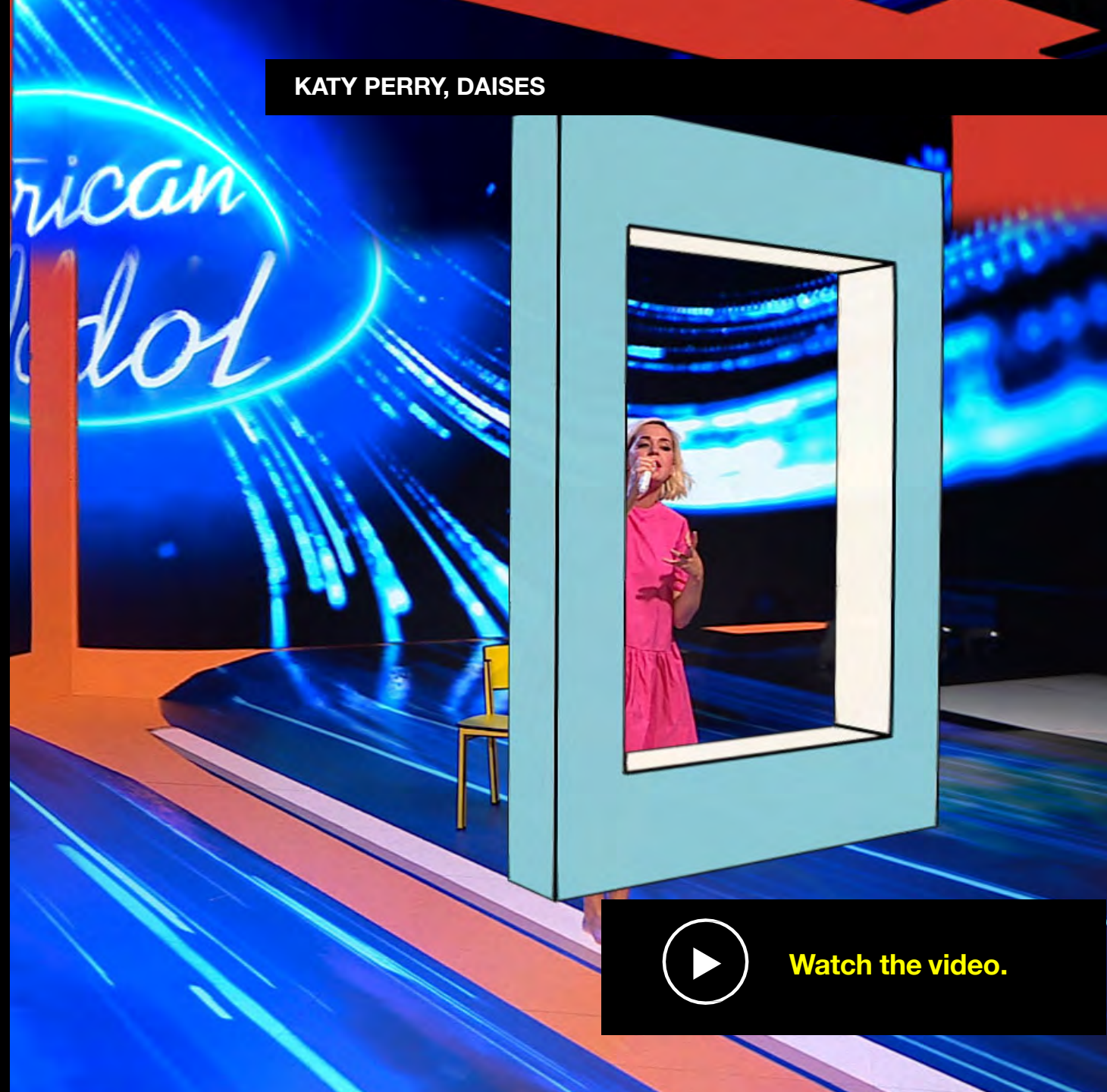
Extended Reality (xR) was used to create a virtual 3D interactive environment that enveloped the singer

- 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



KATY PERRY, DAISES



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

- Camera, audio, LED, lighting, video and engineering systems by PRG
- Social distancing maintained throughout production, including artist green room and separate control rooms
- Unity comms system enabled director to work remotely from London



Watch the video.

Virtual Production

Our solutions break open creative boundaries within a safe production environment, whether xR Stage, Ncam®, or Enhanced Environments.



ENHANCED ENVIRONMENTS





Enhanced Environments

Digital Scenery brings the location to the studio with widely praised fidelity, instead of transporting cast, crew and gear.

Highlights

- Leverages PRG's industry-leading video, LED technology and media servers
- Flexibility to change locations and adapt setting from night to day in one stage location
- Significant advantages over traditional green-screen technology, favored by leading DPs
- Reduced post-production cost
- Includes car process



Watch the video.

Cinematographer and DP testimonials on Enhanced Environments



Ncam®

Ncam is available to work in conjunction or independent from the xR setup.

- 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

Our enhanced studio production services for music, television, film, live broadcast, commercials and livestreamed events are now available across multiple facilities.

Studios are now open in Los Angeles, Orlando, Nashville, Las Vegas and New York/ Secaucus, and coming soon to Chicago and Dallas.



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