

# TECHNOLOGY. EXPERTISE. SOLUTIONS.

**Livestreaming and Virtual Events**

April 1, 2020



**The COVID-19 emergency has caused live event producers of all kinds to adapt and innovate.**

**In partnership with customers across our markets, we're working to connect ideas with audiences and artists with their fans, while putting employee and customer well-being first.**





PRG is unique in the breadth of the entertainment and event markets it serves.

It is able to integrate expertise and technology from these markets, resulting in a **more immersive and impactful** viewing experience.



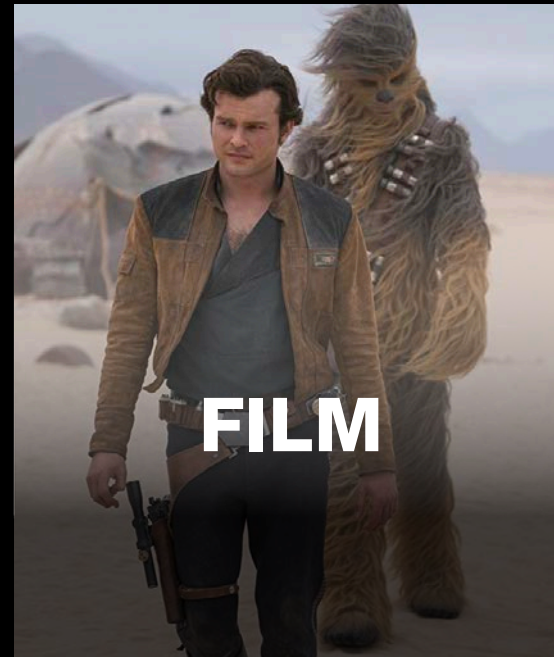
**THEATRE**



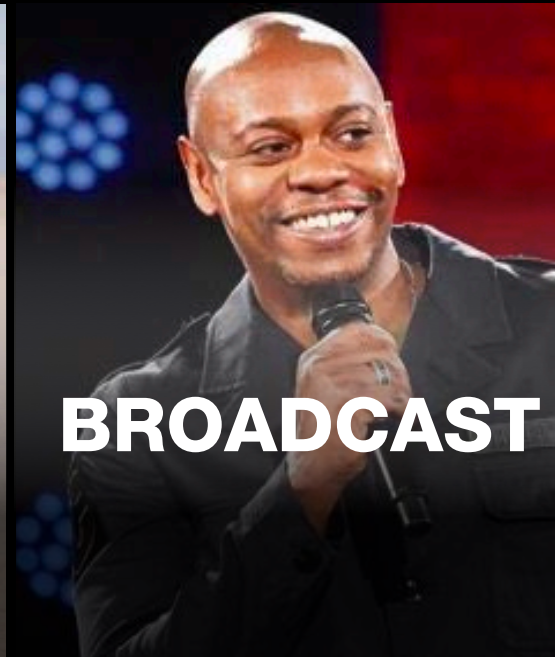
**CORPORATE  
EVENTS**



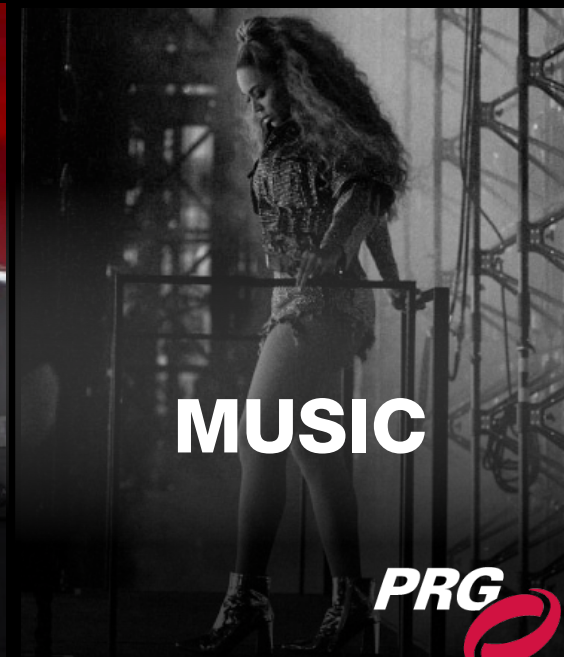
**TV**



**FILM**



**BROADCAST**



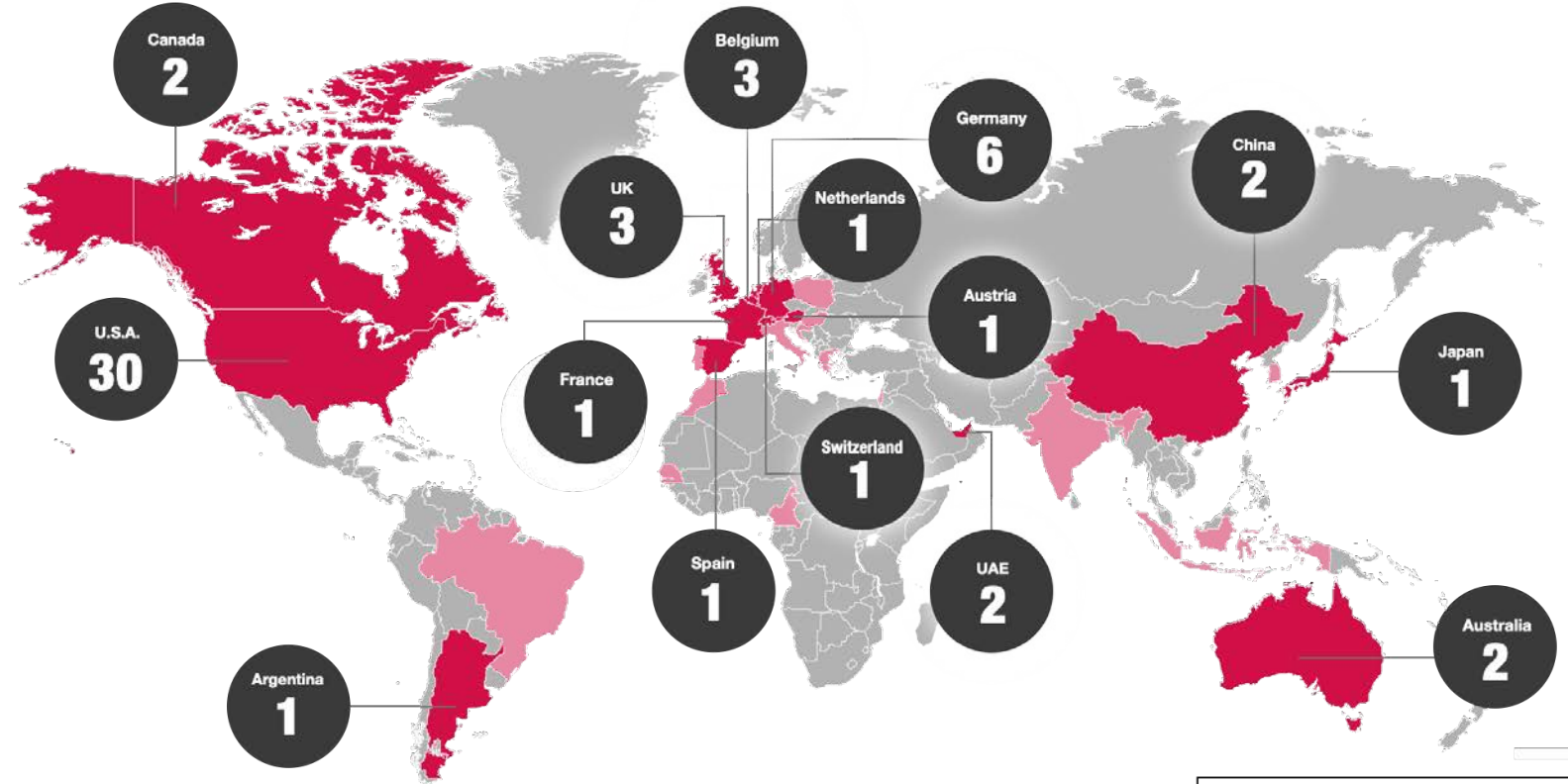
**MUSIC**

# Anywhere, Any time

With **locations spanning the country and globe**, we offer a network of human and technological and can deliver them where they are needed for your project.

## Our Locations Worldwide

Established global presence with **72 locations**, **6 continents** and **1 world class production resource**.



### The Americas – 33 locations

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

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### 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 • India • Italy • Israel  
Indonesia • Morocco • Portugal  
Poland • Senegal • Singapore  
South Korea



# PRG Livestreaming

As a provider of **livestreaming and virtual event services**, PRG is uniquely able to answer your needs.

## 360° Solution

A single source for livestreaming production providing optimal efficiency and accountability.

## Breadth

The largest inventory of production equipment available anywhere. Livestreaming plus camera, audio, laptops, lighting, LED, even scenic.

## Expertise

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

## Versatility

Stream from your own location or PRG's virtual studios; create for secure viewing or massive social distribution. Create a custom solution.

## Speed

We understand that events are moving quickly for our customers. Our scale and knowledge allow us to respond.





# Live Streaming & Video Conferencing

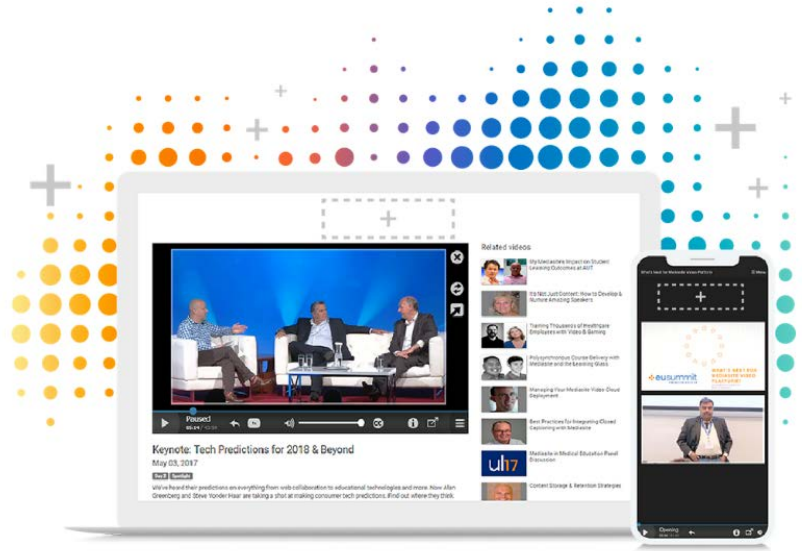
## Highlights

- Any event, any scale. Music events, meetings, conferences, lectures, panels, town halls, training and more
- View securely or invite the world
- Can be experienced on any device or screen
- Streaming from or to any location with multiple points of origination and distribution to nearly limitless screens
- For distribution on social, digital or OTT platforms
- Customized viewing platform available

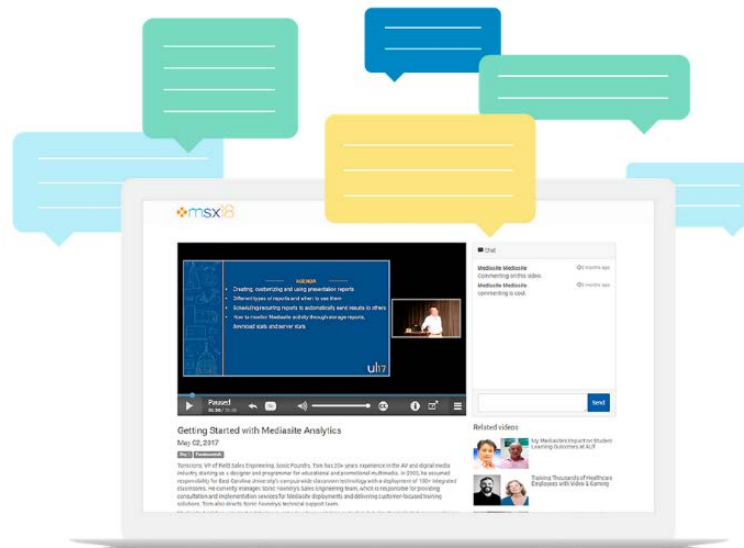


# Custom Viewing Experience

- Viewing platform can be skinned with customer branding and messaging
- Multiple design and message permutations possible
- Interactivity such as chat, polling, Q&A and two-way communication
- Security: SSO integration or custom registration
- User-controlled experience enables jumping in real-time or viewing on-demand



**Premium viewing on any device or screen**



**Interactive features provide a more immersive experience**

# Livestreaming Workflow

A flexible end-to-end solution that captures any form of content and distributes on any digital platform





# Virtual Interactive Training

- PRG techs train the trainers providing a webcast kit for any office or residence your trainers will be working from
- Prior to go-live, our techs will setup testing time, share best practices and ensure quality connections
- Platform consultation and training for preferred trainee interaction -chat, polling, Q&A and two-way communication
- Live or Pre-Recorded Video can be used in conjunction with open forum, classroom-style, or address





# Digital Studios

- PRG can produce your livestream from any location you choose.
- PRG is launching digital studio capabilities across its network of facilities, suited for corporate events.
- PRG's established partnerships with MBS and Occidental Studios provide an environment suited to high-end production encompassing multiple production services.





# Beyond the Livestream

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

## Scenic/Set Design

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

## Lighting

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

## Video / LED

- Ultra wide screen 50' – 5000'
- Video Mapping
- Playback and Recording
- Screen Switching

## Audio

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

## Staging/Rigging

- Mobile Stages
- Stage Decks
- Audience Floors
- Press Risers



# Case Studies

Examples of our work involving  
livestreaming from both before and  
during the COVID-19 emergency.







## 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





## NOT US, THEM

Touring company L7 made a quick pivot to digital offerings to comply with shelter in place and social distancing mandates

- PRG provided camera, lighting and LED
- Their very first livestream NOT US, THEM was hosted on edm.com and featured sets from Dr. Fresch and Jayceeoh
- Four camera setup included two Robocams and two Sony HDC-1500 HD Multi-Format Broadcast Cameras
- Broadcasted on YouTube, Twitch and Facebook Live



## Collision Conference

PRG supported Connected Intelligence for the annual Collision Conference held at the Enercare Centre in Toronto, Canada

- PRG provided live streaming and video editing for On-Demand viewing, which allowed for several million additional viewers outside the convention center where the event was held.
- PRG additionally provided lighting -- including PRG's proprietary Best Boy® and PRG Bad Boy®, rigging, and video solutions.







## Tom Ford BLIVE

35LIVE! Broadcast services were used to debut the designer's AW20 collection at Milk Studios in Los Angeles, prior to the COVID-19 outbreak.

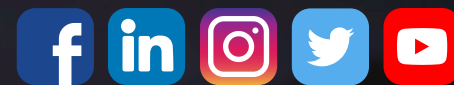
- Production and streaming companies for the show, B Live and CS Global Group, used PRG solutions to capture the event
- 35LIVE! is a cine workflow in a multi-camera broadcast environment
- Elevates livestream viewing experience with a cinema-quality to the content
- Combines the power and immediacy of broadcast TV with the look and feel of film





## AOL – Engadget

- PRG provided all technical support for each production discipline
- This included lead and on-site general labor for the TV studio that served as a live streaming venue to support the international online consumer technology blog site Engadget.



SEE WHAT  
WE CAN  
DO TOGETHER

