

A large crowd of people is visible in the background, many holding up their phones to take pictures. In the foreground, a performer in a blue patterned outfit and sunglasses is singing into a microphone and pointing upwards. Another man in a black jacket stands to the right. A camera crane is visible in the middle ground.

35 LIVE!

35mm Multi-camera Solution

April 11, 2022



Our proprietary technology, 35LIVE!® elevates for-television events by giving them a cinematic look and feel.

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

This multi-camera workflow elevates the quality of productions captured for video, whether pre-recorded or broadcast live.



Film-style, large sensor camera systems are key to the look and feel of this solution.

A dedicated team of technical specialists work together to produce astounding cinematic imagery, 100% live.



The 35LIVE! workflow as seen on 2021's Pepsi halftime show. A long-distance fiber system was used to accommodate the large scale of live production. The camera order included 3 engineers, 8 ARRI ALEXA Minis, 2 ARRI AMIRAs with lenses, along with the 35LIVE! lens control, Super 35 sensor, and ancillary accessories.

The system is compatible with any camera and serves as a valuable tool for repurposing original content for television, streaming, theatres, or DVD/Blu-ray.



PRG provided cameras for Miley Cyrus's "Stand By You" a Pride Concert Special, exclusively for Peacock. Praised for its camerawork and star power, the one-hour special featured Cyrus singing her hits and putting a creative spin on beloved classics, all in the spirit of Pride.

JOHN MULANEY: THE COMEBACK KID, NETFLIX SPECIAL

35 LIVE!



How 35LIVE! Works

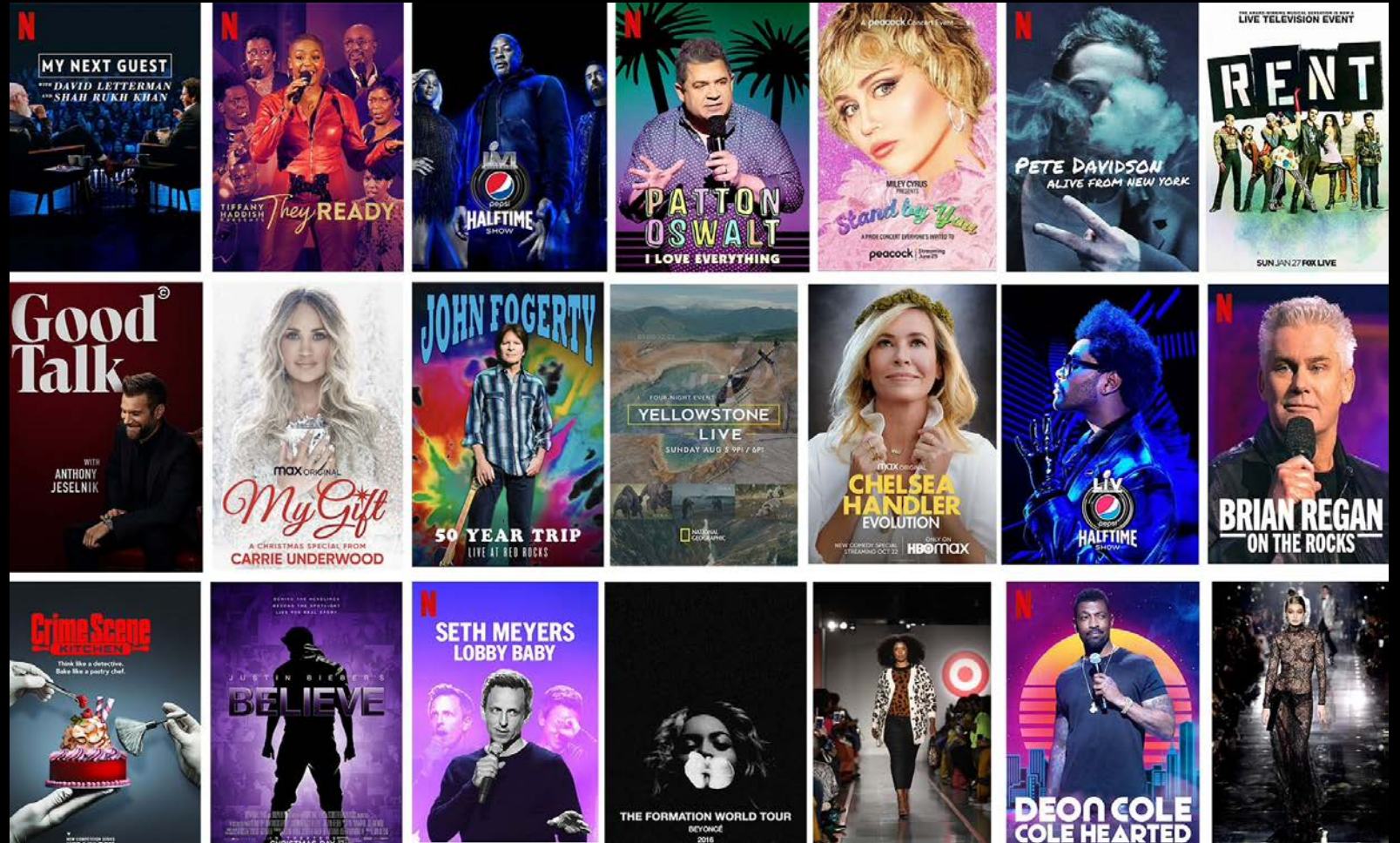
- A dedicated team of specialists works with the DP to bring cinematic imagery to the aesthetic vision of the project
- The technology delivers, whether pre-recorded or broadcast live
- If live, PRG offers modular fly-pack systems or full-truck capabilities to accommodate any scale of production.
- 35LIVE! replaces traditional multi-camera approaches with digital 35mm cinema cameras and lenses



The visual impact of 35LIVE! Technology makes it a favorite during fashion week, where designers capture cinema-quality video for their digital and retail channels.

Our Recent Work

Our technology has helped to deliver cinema-quality content capture for countless concerts, fashion shows, theatrical productions, and comedy specials.



Camera & Optics

Beyond our extensive inventory of cameras, lenses and accessories we also have multiple full-service camera prep facilities across the United States.

Featured Proprietary Products

- [35LIVE!](#) and [Front Row Cam](#)

Manufacturers in Inventory

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



Broadcast Systems

Leveraging the expertise of our engineering team and partnerships, PRG is able to support the simplest or most demanding of broadcast productions, **providing flypacks, wireless audio and video, fiber solutions and much more.**



Case Studies

A photograph of comedian Kevin Hart performing on stage. He is wearing a black jacket and a black t-shirt, and is pointing his right hand towards the audience. The background is a blurred crowd of spectators in a large arena.

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



New York Fashion Week

- We were involved in several events across all disciplines for the nation's biggest week in fashion
- 35LIVE! technology used to capture shows and provide a cinematic look and feel to live broadcast
 - Spring '20 clients included Ralph Lauren and Tom Ford
 - Quick turnaround to support Target's seasonal fashion show at Park Avenue Armory



Miley Cyrus, Stand By Me

PRG provided cameras for Miley Cyrus's "Stand By You" a Pride Concert Special, exclusively for Peacock

- Sony F55 Digital Cinema cameras with fiber backing were tied to a broadcast truck



RENT Live

PRG provided 35LIVE!, lighting and LED for the partially live televised production of the Tony Award-winning musical

- Supported lighting design from 22 Degrees
- Multicamm setup provided a cinematic look to the at home viewers
- Expert engineering services through the live set-up
- Our experience in television and Broadway was invaluable to this hybrid production

A full-body photograph of Ellen DeGeneres standing on a stage. She is wearing a dark blue long-sleeved top, dark blue pants, and white sneakers. She is holding a microphone in her right hand and smiling. The background consists of vertical blue light bars and a dark stage floor with a horizontal light strip.

Ellen DeGeneres: Relatable

We supported the comedian's Netflix special through 35LIVE! camera services

- Multicamera setup included a mix of Sony Venice and Sony F55 with R7 Recorders
- Provided full engineering services through the live set-up



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



Beyoncé, Formation World Tour

PRG provided lighting and camera for Beyoncé's world tour

- 35LIVE! multicamera setup allowed cinema quality capture and display for IMAG screens as well as tour footage for documentary





A Very Wicked Halloween

PRG provided lighting and camera for the special celebrating the 15th anniversary of "Wicked" on Broadway for NBC

- 35LIVE! multicamera setup
- Supported lighting design from 22 Degrees
- Show Reunited Tony Award winners Idina Menzel and Kristin Chenoweth
- Taped at New York's Marquis Theater



Blake Shelton

Award-winning country music artist and television personality Blake Shelton's exclusive one-day-only drive-in performance was taped at PRG Digital Studios Nashville

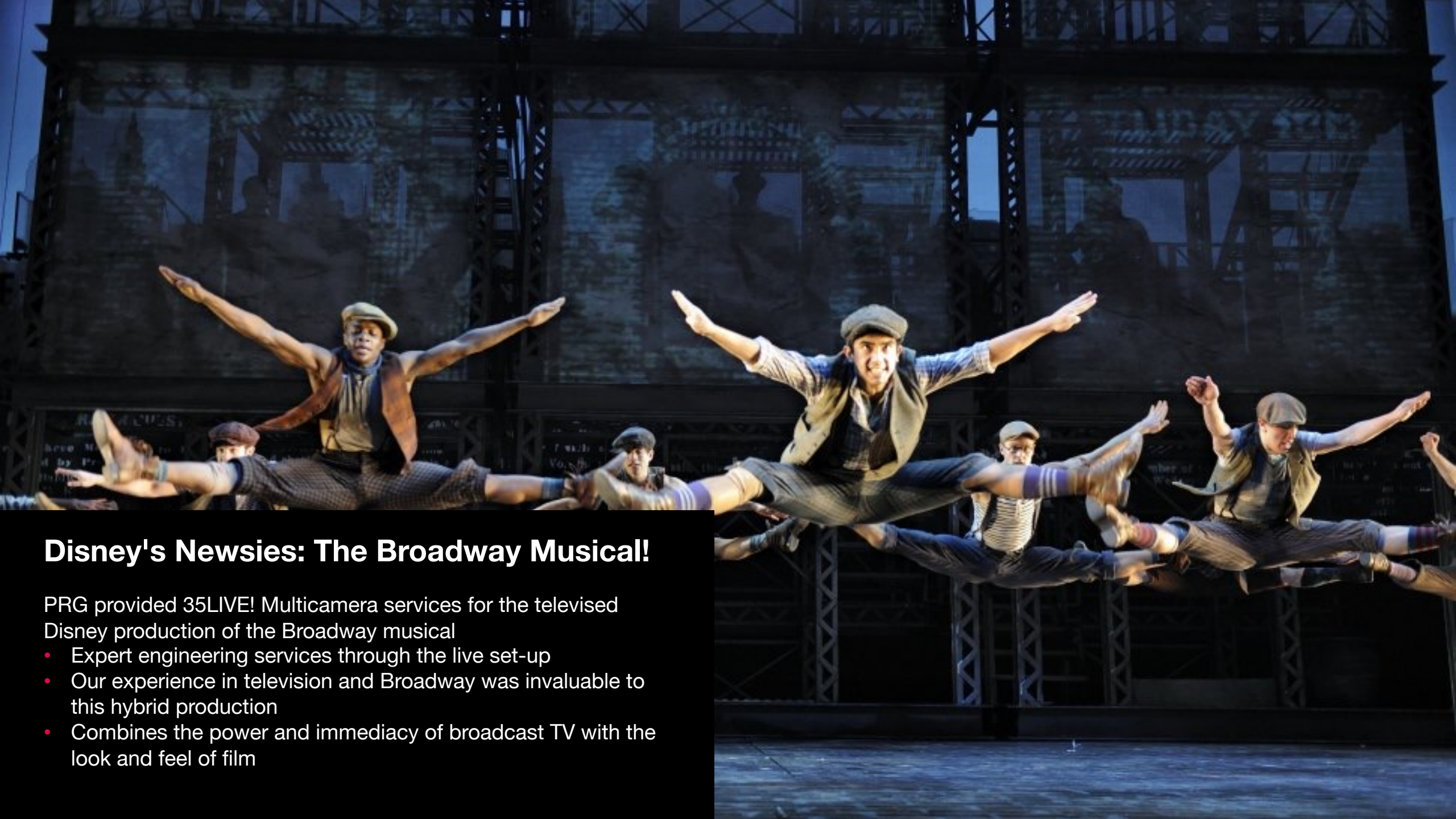
- Guest appearances by Gwen Stefani and Trace Adkins
- PRG provided lighting, audio, LED, comms and camera
- Shot with 35LIVE! proprietary tech
- Screened simultaneously at 300 participating drive-in locations throughout the country



Lindsay Ell

Design firm and PRG partner Fireplay produced an immersive and interactive livestreamed concert at PRG Digital Studios Nashville

- 200 live fans enjoyed the show and interact in real-time with the artist from the comfort of their own homes
- 360° gear solutions by PRG
- Shot with 35LIVE! proprietary tech



Disney's Newsies: The Broadway Musical!

PRG provided 35LIVE! Multicamera services for the televised Disney production of the Broadway musical

- Expert engineering services through the live set-up
- Our experience in television and Broadway was invaluable to this hybrid production
- Combines the power and immediacy of broadcast TV with the look and feel of film