



35LIVE!

The power and immediacy of live broadcast with a big-screen aesthetic



Large sensor 35mm multi-camera systems

1 to 30+ cameras • Stunning content delivery • Proprietary, proven workflow • 360° solution

PEOPLE. PRODUCTION. POSSIBILITY.

www.prg.com

HOW IT WORKS

Our proprietary technology, 35LIVE!™, elevates live events by giving them a cinematic look and feel. The workflow combines film-style, large sensor camera systems with broadcast engineering to deliver live color-graded content in any resolution. 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.

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



35LIVE! was used to capture Miley Cyrus's Pride concert special, Stand By You (above), and Adele's performance at the 2021 NRJ Awards in France (below)

THE TECHNOLOGY



Featured camera systems:

SONY VENICE

CMOS 43.5mm Ø • 36.2 x 24.1mm



PANASONIC VARICAM LT

CMOS 27.8 mm Ø • 24.6 x 12.9 mm



ARRI AMIRA

CMOS 27.2 mm Ø • 23/8 x 13.4 mm



ARRI ALEXA MINI

CMOS 33.6 mm Ø • 28.3 x 18.2 mm



PANASONIC VARICAM 35

CMOS 27.8 mm Ø • 24.6 x 12.9 mm



SONY F55

CMOS 27.1 mm Ø • 24 x 12.7 mm



Proprietary lens control • Small Fly-Packs or Truck Amenities • All Signals on a single piece of fiber • State-of-the-Art Comms • Optional EVS 4K Record/Playback • 2K / 4K / 6K / 8K or any Future K • Live color grading • Super 35 sensors

Featuring Optics from:



Canon

FUJINON

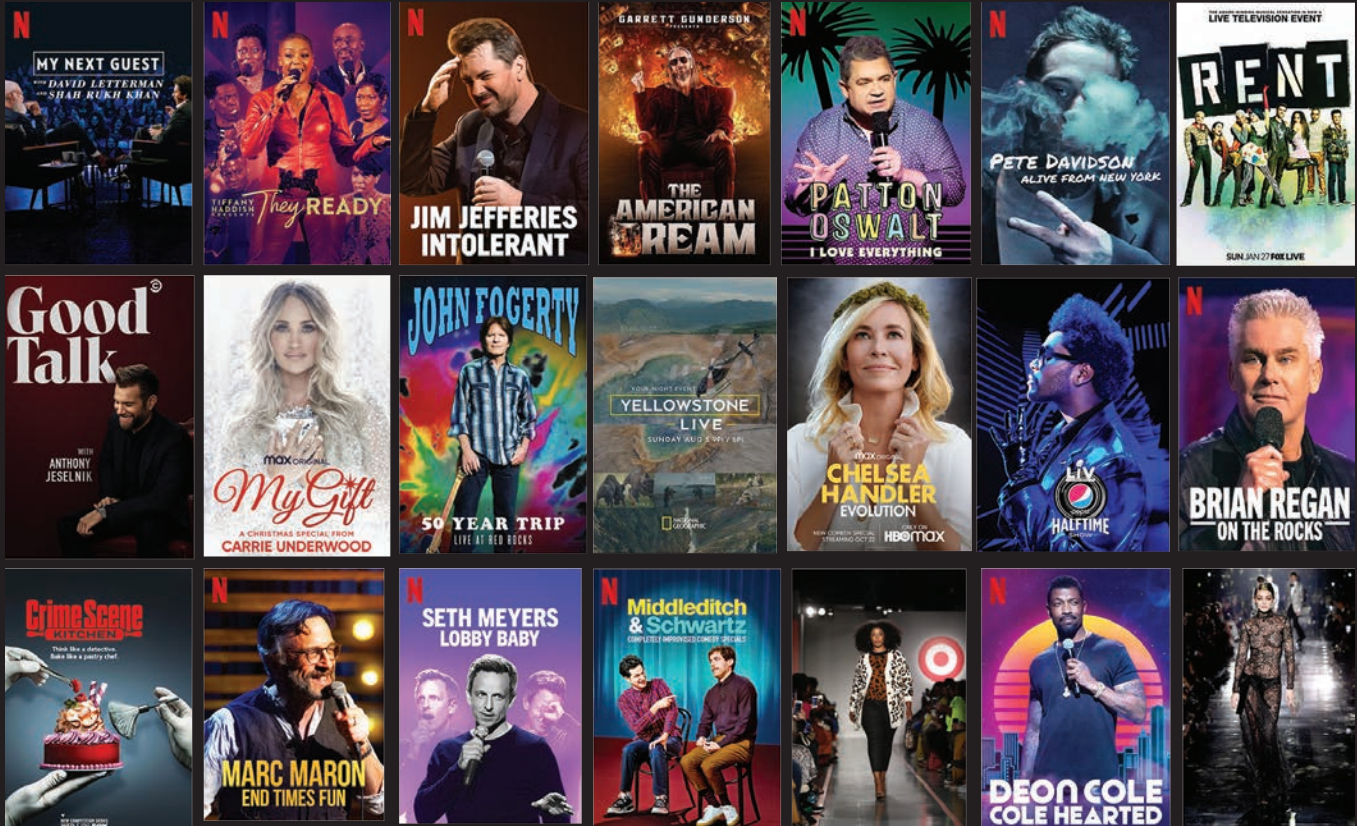
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For orders and questions, contact your sales representative or email info@prg.com

OUR RECENT WORK

Cinema-quality content capture for concerts, fashion shows, theatrical productions, comedy specials and more



“ Happy Place’s collaboration with Amazon Music on The LCD Soundsystem Holiday Special demanded a completely unique approach to shooting a live performance that would be seamlessly integrated with a scripted sitcom narrative. PRG’s 35LIVE! Broadcast system allowed us the fluid control of camera, frame, style, and look needed to capture LCD’s Brooklyn Steel show safely and effectively. The end result: fresh, ambitious content that broke the mold of what live performance capture can be.



- Tara Razavi, Producer
The LCD Soundsystem Holiday Special

