



madVR Envy - 2021 MOAYIRN!

2021 was a breakout year for madVR Labs and the Envy. In today's MOAYIRN (Mother of All Year in Review Newsletters) we recap some of the key highlights, announcements and excitement from 2021.

Key highlights:

On the heels of winning the [CEDIA 2021 Best New Hardware Product Award](#), the Envy was awarded "[Best in Class](#)" in the [Video Processor category](#) this year, with a rare "10/10" score.

We greatly scaled our operations and expanded our dealer and distributor networks - now serving customers spanning 23 countries and growing.

We introduced our Geometry Control feature, perfect for [fixing a-lens barrel distortion](#), fitting curved screens, and off-axis projector mounting.

We introduced [full IP control](#) for Crestron, Control4, Savant and RTI.

We introduced our [patent-pending Profile system](#) that is unparalleled in flexibility and usability. It allows for unlimited stackable profiles and calibrations for even the most demanding use cases, and all with friendly names, automatic recall, and or recall through control systems. Check out the [documentation](#).

We introduced our [non-linear stretch \(NLS+\) platform](#), the first such system to combine horizontal stretch with simultaneous vertical compression (and vice-versa), along with built-in images and simple to use on-screen controls for quick setup. Although NLS may not be for everyone, even "NLS skeptics" have given our NLS+ high praise. See [this announcement](#) and [this one](#) (and the videos further below). And please don't miss our [NLS+ Setup Guide](#).

We introduced our calibration API 2.0, with unprecedented support for a massive 3D LUTs (256 point cube, interpolated 16.7M points) and 4,096 point 1D LUTs (12 bit precision) when using ColourSpace (support for others is underway). This makes Envy the only processor we know of in home cinema that supports both 1D *front* and 1D *back* LUTs, if/as desired. [Check out this incredibly accurate calibration report](#) that was submitted to us, as obtained with a JVC RS2000, a madVR Envy Extreme, and [ColourSpace](#).

We introduced a highly-innovative solution for Subtitle Management, which allows for finally watching scope movies with subtitles at full or near-full screen size. See [this whitepaper](#) for the full scoop.

Customers and market experts shared their joy of Envy with us through [exciting testimonials](#).

Envy was on display with other high-end A/V gear at several industry shows and events, including the [Paris A/V show](#), [Home Cinema Happening 2021](#) in Belgium, the [CEDIA 2021 Tech Summits](#) across several US cities, and other special showings such as at [Fairland Studios with the Sony GTZ-380 + Envy Extreme](#) and at [RTFS with the Barco Freya + Envy Extreme](#), both in Germany.

[madVR Labs and Barco Residential joined forces](#) to bring 5K HDR to home cinema, raising the bar to new heights.

We had some fun with these [football screenshots](#) taken with a Barco Bragi CinemaScope projector coupled with an Envy Extreme. Pretty crazy looking, especially considering these were taken with just a handheld iPhone!

We grew our [documentation library](#) substantially, with extensive setup guides for media players, projectors, and more. Additional documentation and training materials are on the way. Several of our articles and newsletters [are posted there](#) as well.

...and lots more. [Check out the madVR Labs website](#) for more information.

Now onto some of the best 2021 video and photo highlights...

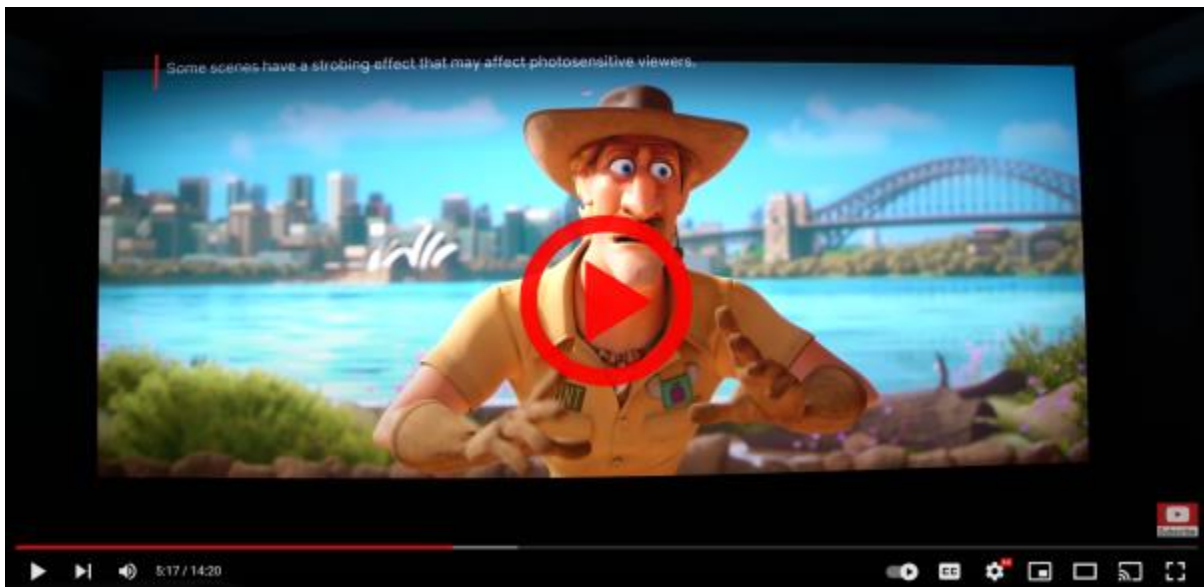
madVR Envy Delivers the Ultimate Video Experience in This High-Performance Theater

Notable quotes from the video review include:

"The Envy Extreme is the most advanced video processor made, and does a superb job of converting the video to the best image possible."

"Envy delivers incredible HDR tone mapping, which ultimately creates the best picture."

[Click here to watch the video review of this amazing theater in action!](#)



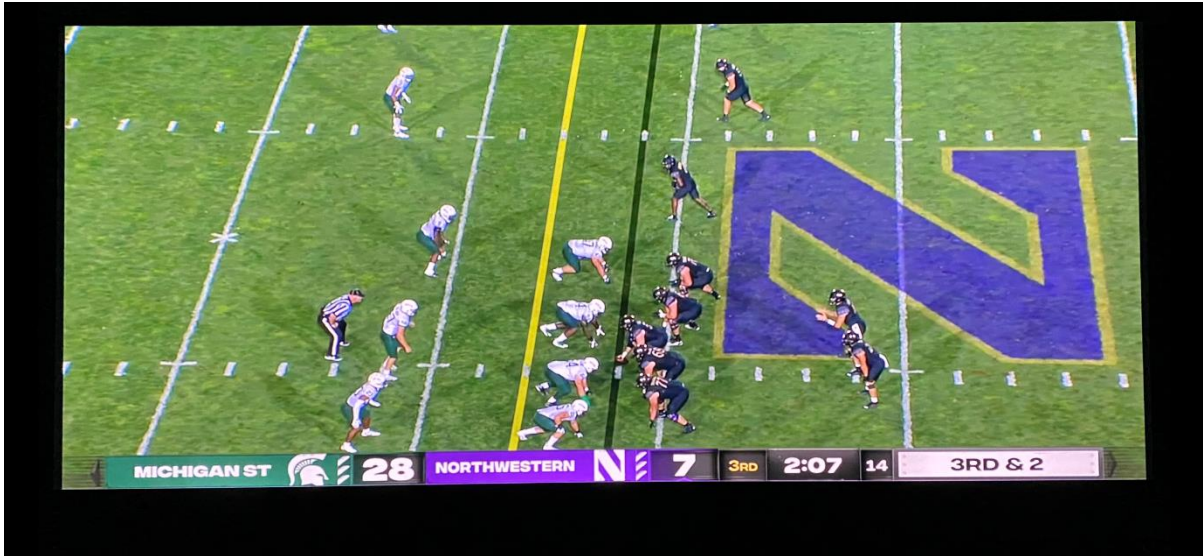
Video review of this high-performance theater, featuring the madVR Envy Extreme

NLS+ Images

Non-linear stretch is used to fill a scope screen so there are no black bars when watching content with a smaller aspect ratio. For instance, you can use NLS+ to remove the vertical black bars when watching 16:9 content on a 2.40 screen. See our [NLS+ Setup Guide](#) for more information.



Now let's take a look at this same image, but with NLS+ engaged.



Watch NLS+ In Action

Images are great to compare, but it's also important to consider how NLS+ looks in motion. In the below video clip, custom NLS+ settings are applied to nicely fit this 16:9 commercial to fill a 2.37 screen.



Instant AR Detection Meets NLS+ And How It Compares

The Envy's **instant** AR detection is such an exciting and important development that Andrew Poole, Proprietor and Senior Calibrator with [Home Theatre Engineering](#), created a video to explain what this all means and why it is the breakthrough he has been waiting for. Please [click here](#) or on the image below to play the video.

In [Andrew's video](#), he shows Envy's instant AR detection and black bar management in action, and how it compares to the competition. He also demonstrates how Envy's NLS+ can be used in conjunction with Envy's instant AR detection to deliver a seamless, full screen, highly immersive experience.

Notable quotes from the video review include:

"For me, it's [the Envy] one of the most existing products to come to our industry... This is a stunning piece of equipment and the more I know about it, the more I love it."

"This incredible aspect ratio switching is revolutionary - it completely changed cinema watching for me. It adjusts your aspect ratio exactly to fit your screen. And it works perfectly, and it works instantly."

"It's then applying its non-linear stretch, and it's happening absolutely instantly - it's imperceptible.... So quick that we can't actually tell when those scene changes have taken place."

"It's just phenomenal. It's the most exciting thing I think I've seen in home theater in a very, very long time."

"If you can get your hands on one, get one, it's going to be the best step you'll ever take in your home theater watching...."



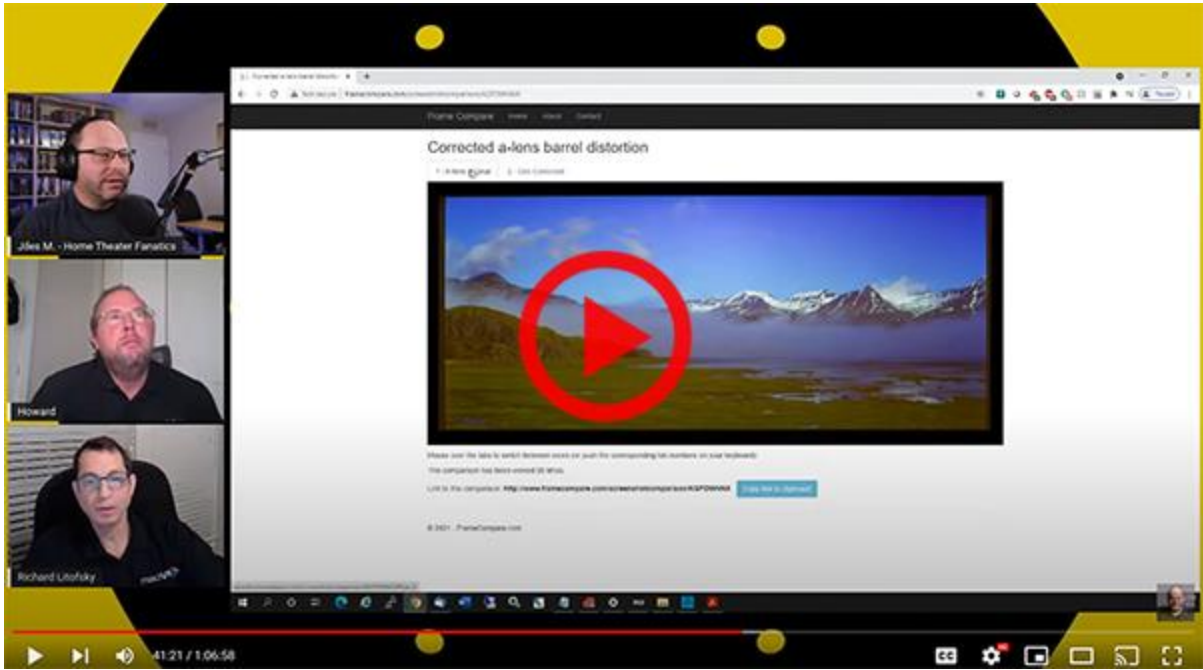
Introduction to madVR Envy with Murideo

In this video madVR Labs discusses the Envy with Murideo's Jason Dustal.



Home Theater Fanatics Meets the Envy

In this video, madVR Labs sits down with Jiles from Home Theater Fanatics for a causal and fun chat about the Envy and what makes it different.



Enjoy Some Photos from Our Gallery





















We're Hiring - Come Join Us!

[madVR Labs is hiring](#) bright and ambitious people with proven expertise to provide technical support and training to our growing list of the industry's top A/V dealers and integrators.

[Apply Now!](#)

Big Announcements Already in the Works for 2022!

We have also been working hard on many new and exciting product features and projects, with some **big announcements** already in the works for 2022. We cannot wait to share all the news with you. We would like send a special "Thank You!" our all our dealers, distributors, reps, partners, and most of all to our amazing customers - you are all the best, and we love sharing your passion for Envy with you! And to everyone out there - thank you so much for your support and following us. Here's to all the best for a Happy New Year and fantastic 2022!