



Envy Wins CEDIA Best New Hardware Product Award

For immediate release:

Rockville, Maryland, October 29, 2020 – madVR Labs, LLC today announced that its revolutionary plug-and-play madVR Envy Extreme video processor has won the highly coveted CEDIA 2020 Best New Hardware Product Award.

“We are extremely humbled and honored to receive this prestigious award, especially as a start-up with our first product, and among a very competitive field”, said madVR Labs Co-founder and CEO Richard T. Litofsky. “We would like to thank our dealers, distributors, partners, and most importantly, our customers worldwide for playing such a pivotal role in our early success.”

Jessica Thornburg, CEDIA Member Programs Manager added “The CEDIA Best New Product award winners showcase innovation in the residential technology industry. Our judges emphasize the value these products bring to the dealer, their business and the client’s lifestyle when selecting winning products.”

Indeed, the madVR Envy video processor solves many problems that dealers and their customers face when it comes to delivering exceptional 4K HDR and 1080P video quality in high-end home cinemas. The Envy combines extreme computing power with next-generation video processing algorithms, including proprietary frame by frame dynamic HDR tone mapping, with its patent-pending Highlight Recovery, Contrast Recovery, and Shadow Detail Recovery algorithms.

The Envy Extreme can analyze and optimize up to a half-billion pixels per second, every second, with real-time video content to deliver an extreme cinematic visual experience. It provides many other highly coveted features, including unrivaled upscaling to 4K, fast black bar & aspect ratio detection and zooming, de-banding and compression artifact reduction, specialized sharpening and detail enhancement even for 8K sources, 3D LUT calibration capabilities, and more. Despite its advanced functionality, the Envy is designed from the ground up to be very intuitive and can be set up in just minutes – with no learning curve required.

About madVR Labs, LLC: madVR Labs manufactures extreme video hardware and software products to meet the demands of the most discerning and critical video enthusiasts. We are a funded startup, launched in 2019, that serves the commercial digital cinema and high-end home theater markets. madVR Labs is the first and only company known to use deep neural network artificial intelligence to produce extreme video processing algorithms for use with real-time video streams in a standalone hardware product. At madVR Labs, every pixel counts.