

## **Introducing The madVR Labs Experience Center - Midwest, by Ascend: A Singular Venue for Exclusive Demonstrations of Leading Audiovisual Brands**

February 10, 2024 - Rockville, MD – In a significant development for the audiovisual industry, madVR Labs and Ascend AV are thrilled to announce the forthcoming madVR Labs Experience Center - Midwest, by Ascend. This innovative center promises an unparalleled opportunity to engage with a diverse selection of high-end brands in the same theater – a concept that stands out in today's market.

Operated by Ascend AV, with marketing, promotional activities, and industry leadership in video processing spearheaded by madVR Labs, the center is conveniently located in Olathe, Kansas. Its central position within the United States ensures easy access for all. Designed with manufacturers, audiophiles, videophiles, and tech enthusiasts in mind, this venue is set to redefine the standards of showcasing and integrating leading audiovisual technologies all housed in one theater.

### **A Distinctive Venue for High-End Audiovisual Exploration**

The madVR Labs Experience Center by Ascend AV transcends the traditional showroom model by creating a unique platform where the convergence of various premier brands can be experienced firsthand. Unlike conventional high-end showrooms, the center boasts an extensive variety of brands presented together, facilitating a comprehensive demonstration environment.

Visitors can anticipate interacting with a meticulously selected and calibrated range of products from esteemed audiovisual companies, known for their exceptional quality and performance. This hands-on approach allows for a deeper understanding and appreciation of the intricate synergies between different technologies, and how these brands can be combined to deliver the ultimate home theater and media room solutions.

Moreover, the center is poised to become an essential resource for manufacturers and industry professionals, offering a dedicated space for training, product demonstrations, and integration testing—crucial for achieving excellence and reliability in high-end solutions.

### **Redefining Audiovisual Experiences**

This venture marks a pivotal moment in the presentation and experience of high-end audiovisual products. The madVR Labs Experience Center by Ascend A/V is committed to providing an immersive setting where the distinct features and capabilities of each brand are showcased in harmony.

## **Experience Premium Brands Under One Roof**

At launch, the center will proudly feature an impressive lineup of brands and equipment, including:

- madVR Envy Extreme MK2: Celebrated for its superior HDR tone mapping, MotionAI, and best-in-class video processing for exceptional video quality and immersion.
- Ascendo: Showcasing an impressive array of speakers and subwoofers, including 3x Black Swans for LCR, 14x BE Pro Passive, 8x 21 Sub Passive, 2x 32" Infra Sub, and a 50" Infra Sub.
- Christie Digital Griffyn 4K35-RGB projector: Offering exceptional visual clarity, detail and brightness.
- Kaleidescape: Featuring the Strato C and Terra Prime 48 for an unparalleled movie playback experience.
- Officina Acustica: Providing room design, construction, and acoustic treatment engineering and expertise.
- StormAudio Elite ISP MK3 32, offering 24-channel decoding and up-mixing with 32-channel amplification, exclusively with cutting-edge Dirac Live Active Room Treatment.
- SurgeX: Experts in power protection and management solutions.
- Trinnov Audio: Altitude<sup>32</sup> processing and Amplitude<sup>16</sup> amplification, showcasing Trinnov's Optimizer and revolutionary new WaveForming technology.
- Seymour Screen Excellence: Featuring a 170" acoustically transparent screen for a lifelike viewing experience.

Additional manufacturers and equipment announcements are forthcoming.

### **Stay Tuned for More Information**

As we approach the grand opening of the madVR Labs Experience Center - Midwest, by Ascend this summer, we encourage you to stay informed about the latest developments. We look forward to sharing exciting updates and announcements with you.

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