



## Introducing the All-New madVR Envy MK2 Series

Introducing the all-new madVR Envy MK2 - a true powerhouse in dedicated video processing for elite home theaters and media rooms. With a huge boost in GPU power, upgraded state-of-the-art system components, a completely redesigned cooling system, a new premium backlit remote control, and an exquisite custom case designed from the ground up, the Envy MK2 is the result of one and a half years of meticulous development and engineering.

Additionally, the Envy MK2 boasts several industry-first features, a new premium backlit remote control, user-friendly installation and operation, and an unmatched 5-year warranty on parts and labor. Whether you're a professional high-end integrator or an enthusiast seeking

the ultimate cinematic experience, the Envy MK2 delivers unparalleled video quality, performance, and reliability. Below, we explore the details that make the Envy MK2 truly exceptional and set it even further apart in the marketplace.

## **Upgraded GPU Power and Premium System Components**

The Envy Extreme MK2 features the Nvidia 4080 GPU, boosting GPU power by as much as 100% over the 3080 used in the Extreme MK1, while also offering exceptional benefits in cooling and efficiency. This additional GPU power provides important headroom for the Envy to run more concurrent algorithms and at higher quality levels now, while paving the way for future, industry-first AI-based algorithms. The first such GPU demanding algorithm, already in beta testing, is our game changing MotionAITM motion interpolation technology. Other industry-first AI-based algorithms on our roadmap, include:

- AI-based Dynamic Tone Mapping (DTM gen3)
- Motion compensated multi-frame noise reduction
- Motion compensated multi-frame super resolution (upscaling)
- Motion compensated multi-frame deinterlacing
- NGU Upscaling 2.0
- Luma guided AI chroma upscaling, and more.

The Envy MK2 features premium upgraded components throughout, now also including ECC RAM and doubled SSD storage and RAM size, setting a new standard for dedicated video processing in the home theater market. The use of ECC RAM is an especially notable achievement, as it is typically only available in professional workstation and server environments, where stability and reliability are critical. This technology automatically detects and corrects random RAM bit errors, ensuring unparalleled performance and stability in the Envy MK2.

Combined with other cutting-edge hardware, including a more powerful CPU, the increased SSD storage, and the expanded RAM capacity, the Envy MK2 delivers an exceptional video processing experience that is second to none now and well-positioned for the future. The Envy Pro MK2 also features an upgraded GPU over its predecessor, with a triple-fan design for enhanced cooling efficiency and noise reduction, and shares the same high-end case, premium components including ECC RAM, upgraded CPU, doubled SSD storage and RAM size, quieter and more advanced power supply than its predecessor, premium backlit remote control, and Glacier X2 cooling system, all as found in the Extreme MK2.

## **Glacier X2 Cooling System**

The Envy MK2's Glacier X2 cooling system further sets it apart from its predecessor, featuring 50% more airflow and larger heat sinks on the GPU, which contribute to improved cooling performance. Hundreds of thermal tests under various conditions were conducted to design the ultimate cooling solution, which includes innovative use of an airflow director to channel air strategically within the case, designing housing that optimally angles the airflow from the bottom case fans, and even repositioning the power supply to the opposite side of the case to ensure maximum airflow for the HDMI input card and GPU.

The MK2 now utilizes three 140mm and two 120mm high-end static pressure fans with exceptional cooling-to-noise ratios. The Envy firmware offers three different presets to balance

cooling and fan noise, as well as an advanced mode where the end user can individually set the desired fan curves for the CPU cooler, case fans, and GPU fans. The new GPU fans, along with the case fans and Glacier X2 design, reduce noise to be essentially inaudible from a couple of feet away, especially in Silent mode.

## **Premium Case and Sophisticated Aesthetics**

The Envy MK2 features a brand new, custom engineered all-aluminum 3mm case (5mm in the rear) with a 20mm front plate and custom matching rack ears. The engineering process involved multiple rounds of obsessive prototyping and testing, spanning a year and a half to ensure that every aspect of the MK2 was designed and built to meet the highest standards of quality and performance.

Our meticulous attention to detail in the design and engineering of the MK2 is evident in every aspect, from the engineering around the state-of-the-art GPU, all the way down to the tiniest of details, such as the custom case screws that ensure a perfect finish. The case's seamless one-piece design for the lid and side walls creates a modern, high-end look. The brushed-black anodized aluminum front panel is finished with an elegant madVR logo, "Envy", and the company's tag line "Every Pixel Counts" inscribed, creating a sophisticated yet understated design.

The front panel also features a newly designed power switch and light ring, with ideal brightness for use in a dark theater. For those who prefer, a switch on the bottom of the unit allows for the permanent disabling of the light ring. The case exudes quality and creates a look that is on par with other luxury high-end A/V gear. The MK2 also features an important reduction in size, from 5U to 4U, making it more space-efficient in racks and more versatile for use in spaces with poor ventilation. The custom I/O plate and redesigned rear panel contribute to the highly efficient venting and achieves the true look of an A/V appliance.

## **Custom Engineered Packaging and Premium Unboxing Experience**

The Envy MK2 comes with custom-engineered packaging and internal supports, including a specially designed "GPU protection cage" which helps ensure all components are always well-protected, including during transit. An elegant black cloth cover with the prominent Envy logo envelops the Envy MK2 to further the premium unboxing experience, setting the stage for the high-quality product within and the luxury experience that awaits. Additionally, a separate accessory box neatly stores all the essentials including matching rack ears with mounting screws, power cables, and a new premium backlit remote control.

## **New Premium Backlit Remote Control**

The Envy MK2 remote control is being upgraded with a sleek new design that includes an ergonomic body and an aluminum face plate with backlit buttons. The new design not only looks great but also feels great in the hand, with a balanced weight that makes it a pleasure to use. The backlit buttons, activated by a pickup sensor, make it easy to use in a dark theater and the adjustable backlight timing allows users to choose their preferred duration or turn it off altogether.

The Envy MK2 remote control includes dedicated Info and Back buttons, two additional (Cyan and Magenta) colored buttons to provide more user-assignable flex keys, and a warning in the

Envy menu when the battery is low. Overall, the new remote control is a significant upgrade that addresses a highly requested feature - backlit buttons - and provides an even better user experience. Like its predecessor, it features both IR and RF. This upgraded remote control will be available shortly after the MK2 release, with the MK2 initially shipping with the previous remote control. MK2 customers will receive the new remote soon thereafter for free.

## **Introducing Our Best-In-Class, 5 Year Warranty**

As a testament to our confidence in our workmanship and commitment to providing outstanding customer service and quality support, we are proud to expand our best-in-class warranty to 5 years on both the Envy Extreme MK2 and Envy Pro MK2 models. This warranty is unmatched in the dedicated video processor market and exceeds the warranty of any other such video processing product, which typically provides only a one-year warranty.

Additionally, this has been expanded from the 3-year and 2-year warranty of the Extreme MK1 and Pro MK1, respectively. Investing in an Envy MK2 is not only an investment in the highest quality video processing technology, but also in the long-term reliability and satisfaction of your home cinema experience. With the Envy MK2 series, you can be confident in the quality, performance, and reliability of your video processing solution for many years to come.

## **Furthering The Envy's Competitive Advantage**

The Envy MK2 exemplifies our commitment to delivering user-friendly products with cutting-edge technology. Our vision is to use adaptable modern-day hardware to develop and deliver products that take full advantage of the latest technological advances, including Artificial Intelligence (AI). The Envy MK2 is a true testament to this approach, showcasing our forward-thinking design and development.

With next-generation algorithms like MotionAI, the Envy MK2 harnesses the power of its cutting-edge hardware to deliver unparalleled video quality and performance. Its significant enhancements further solidify our position as an industry leader in video processing, providing high-end integrators and end-users with the ultimate in home theater and media room experiences.

## **Superior Performance for the Investment**

The Envy Extreme MK2 and Envy Pro MK2 are priced at \$15,995 and \$9,495 USD\*, respectively. As with its predecessor, the MK2 pricing is higher than other video processors, yet the new Envy MK2 series delivers the award-winning 'Best-In-Class' video processing, with several industry-first features not found in any other video processor.

The Envy MK2 offers a huge boost in performance, along with futureproofing, quality modern-day hardware components, a premium case, enhanced backlit remote control, vastly improved cooling performance, and an unheard-of five-year warranty for a video processor. It is also worth noting that many other A/V products have experienced similar price increases over the last couple of years primarily due to COVID, with little or no changes to their offerings, while the Envy MK2 offers substantial improvements over its predecessor.

## **Availability**

The madVR Envy Extreme MK2 is set to start shipping in limited quantities from late April 2023. Additionally, the madVR Envy Pro MK2 is expected to begin shipping in summer 2023. Please reach out to your authorized madVR Envy dealer for further details and updates on how to get your hands on these highly anticipated products and their lead times.

Note that all paid orders as of April 11, 2023, that have not yet shipped for the Extreme MK1 and Pro MK1 will still be fulfilled, or these orders may be switched to the MK2 model at your option simply by paying the difference. Although the MK1 models will no longer be manufactured, the MK1 will still be supported and continue to receive firmware updates. A limited number of MK1 orders might still be accommodated on a very short-term basis. Please check with your Envy dealer on availability, if any.

## **Envy Extreme Trade-Ins**

Qualifying owners of the madVR Envy Extreme MK1 will soon have the exciting opportunity to upgrade to a brand new Extreme MK2 for just \$4,795 USD\*, by trading in their Extreme MK1 in good physical condition. This trade-in program is set to begin shortly after the launch of the MK2 and provides a very cost-effective and easy means for loyal customers to enjoy the latest innovations in Envy performance, cooling, and design at a very substantial 70%\* off the cost of a brand new Extreme MK2.

Moreover, upgrading customers will also receive a brand-new five-year factory warranty. Envy Extreme MK1 customers should please check with their authorized dealer for more information on how the upgrade program works and lead times.

In addition, traded-in Envy Extreme MK1 units will be available through the official madVR Labs Preowned Program, for an outstanding value through authorized dealers on an as-available basis. These units come with full technical support through the dealer and a brand-new two-year factory warranty. To take advantage of these highly attractive offers, contact your authorized Envy dealer.

## **Conclusion**

The madVR Envy MK2 sets a new standard for dedicated video processing technology, with a host of new and improved features that deliver exceptional video quality, state-of-the-art hardware, superior cooling, enhanced usability, and unparalleled reliability. These upgrades not only elevate the product's performance but also enhance its visual appeal, making it a standout centerpiece in any high-end home theater or media room.

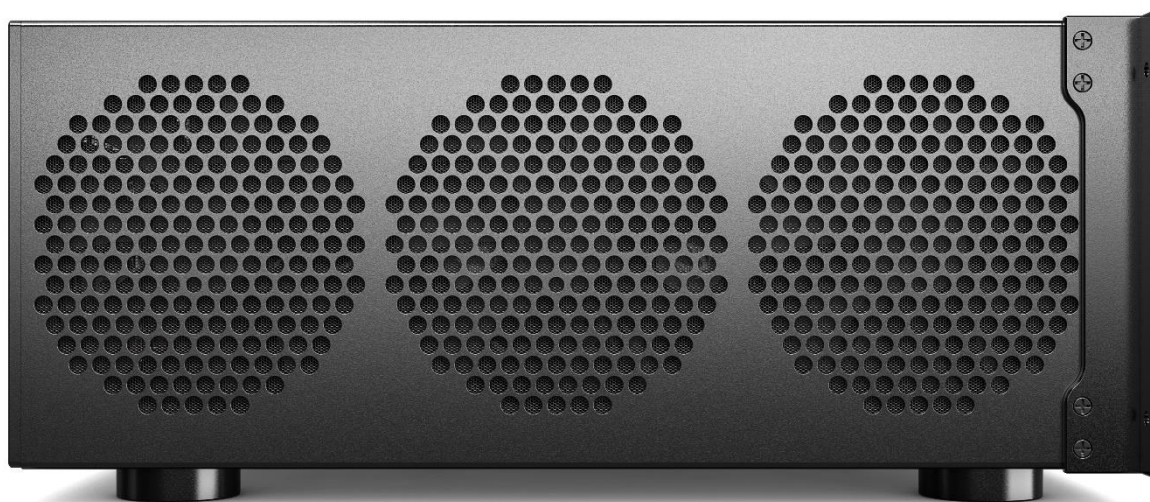
Additionally, the Envy MK2 series boasts the best-in-class 5-year warranty, demonstrating our unwavering commitment to quality and customer satisfaction. The Envy has won the Product of The Year award in the Video Processing category for the past two consecutive years, and the MK2 series builds on this success by offering the most advanced and modern-day video processing technology available.

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In addition, the Envy MK2's highly intuitive and user-friendly interface ensures that even novice users can easily install it, navigate its menus and settings, and make the most of its advanced features without fear or intimidation of a complex system.

Whether you are a professional high-end integrator or an enthusiast looking for the ultimate immersive home theater or media room cinematic experience, the Envy MK2 is the clear choice for unsurpassed video quality and performance.

\*Note: Pricing and discounts referenced are for the USA only and subject to change in the future without notice. Contact your local Envy dealer for pricing outside the USA.



**For more information:**

Website: [www.madvenvy.com](http://www.madvenvy.com)

Instagram: [https://www.instagram.com/madvr\\_labs/](https://www.instagram.com/madvr_labs/)

YouTube: <https://youtube.com/@madvrlabs>

LinkedIn: <https://www.linkedin.com/company/madvr>