

Jason Dustal Joins madVR Labs as Senior Field Specialist, Bringing Over 25 Years of Industry Expertise and Leadership

Rockville, MD – March 11, 2025 – madVR Labs, the industry leader in high-performance video processing for dedicated home cinemas and media rooms, is thrilled to announce that Jason Dustal will be joining the company as Senior Field Specialist later this month. This addition comes as the team expands to support ongoing rapid growth for its products and services.

As a well-known and highly respected figure in the AV industry, Jason brings over 25 years of expertise and leadership as an ISF trainer and Level 3 calibrator, CTS-certified professional, CEDIA-certified instructor, and Certified for Envy Product Specialist. He is also a co-chair for multiple CEDIA standards committees, playing a key role in shaping best practices for video system design and calibration. His expertise and industry contributions have earned him numerous accolades, including a coveted spot on *Dealerscope's* prestigious "40 Under 40" list.

Jason is joining madVR Labs from AVPro Edge, where he spent nearly a decade training and supporting customers worldwide on advanced AV solutions. His deep passion for display performance and commitment to industry standards is reflected in his extensive work as co-chair of CEDIA's RP28 "HDMI System Design and Verification" and RP23 "Immersive Video Design" initiatives—critical efforts that continue to drive industry-wide improvements in delivering reference-quality video for home cinema.

As Senior Field Specialist, Jason will play a crucial role in delivering top-tier services to madVR customers and the industry, including product installation and support, video calibration, onsite and classroom training, sales engineering, and brand advocacy. His expertise further strengthens madVR Labs' commitment to best-in-class performance and support for its acclaimed madVR Envy Core, Envy Pro MK2, and Envy Extreme video processors. Jason will also continue as lead ISF instructor at the new ISF training facility in St. Petersburg, Florida, elevating ISF training and education. Additionally, he will remain actively involved in CEDIA standards committees, continuing his contributions to key industry initiatives.

"I am incredibly excited to join madVR Labs and embrace this opportunity to pursue my passion for delivering extreme video excellence in home cinema," said Jason Dustal. "madVR Labs is redefining what's possible in video processing, and I look forward to contributing to its continued success."

Richard Litofsky, Co-Founder & CEO of madVR Labs, welcomed Jason to the team and emphasized, "Jason's expertise, stellar reputation, and deep industry relationships make him a fantastic asset in supporting our expanding global network of dealers and integrators. His leadership, passion, and commitment to excellence will help us continue setting new standards in home cinema video performance and customer support. We're excited to have Jason on board and look forward to the significant impact he will have."

About madVR Labs, LLC

madVR Labs designs and manufactures cutting-edge video processing solutions for the most discerning home cinema professionals and enthusiasts alike. The madVR Envy line is renowned for its industry-leading HDR dynamic tone mapping, 8K upscaling, instant aspect ratio management, and groundbreaking MotionAI technology—setting new benchmarks in video performance and quality. In recognition of its rapid growth and innovation, madVR Labs was named to the 2024 Inc. 5000 list of *Fastest-Growing Privately Held Companies in America*, ranking 1,138th.

For more information, visit www.madvrenvy.com.