



## **madVR Labs and AUAV Partner To Combine the madVR Envy's Extreme Video Processing with AUAV's Exclusive High-end Christie Home Theater Projectors**

Rockville, MD and Bradenton, FL, July 24, 2022 - madVR Labs, LLC, and Absolute Ultimate AV, LLC (AUAV) are pleased to announce that the madVR® Envy Extreme is now AUAV's video processor of choice, and is now offered as a bundle with AUAV's exclusive line of high-performance Christie® Home Theater Projectors, including the Christie Eclipse and Christie Griffyn AS. Under the terms of the deal, AUAV is now the exclusive worldwide authorized dealer for the madVR Envy Extreme for installations that use these specific Christie specialty projectors, in addition to becoming an authorized Envy dealer for Florida.

Nigel Archer, Co-CEO of AUAV says "The Christie Eclipse is the only home theater projector with pixel level luminance control that produces OLED-like contrast and black levels, with pixel perfect delineation, perfect uniformity, and BT.2020 color volume. This yields massively superior video performance, unlike what most people have ever experienced. The Eclipse is the World's Best Home Theater Projector, and the Christie Griffyn AS offers video performance second only to the Christie Eclipse. These are the best Home Theater projectors on the market. After careful evaluation of all video processors, we have determined that the madVR Envy Extreme is the World's Best Video Processor. It therefore only makes sense to combine the Envy Extreme with these unrivalled Christie projectors, delivering the ultimate picture quality to our customers."

"We are truly honored that AUAV has selected the multiple award-winning madVR Envy Extreme as their video processor of choice," says Richard Litofsky, CEO of madVR Labs. The Envy Extreme offers best-in-class dynamic tone mapping, upscaling to 8K, innovative non-linear stretch, and several unique features and industry-firsts for video processors, including geometry control, instant aspect ratio detection and black bar handling, subtitle management, and the first and only such product that supports HDMI 2.1 output and 8K. We believe that AUAV choosing the Envy Extreme reflects very highly on their commitment to delivering the most extreme video performance and features to their customers."

### **ABOUT ABSOLUTE ULTIMATE AV, LLC:**

AUAV is a worldwide distributor and reseller of the world's best audiovisual (AV) equipment to the residential and professional AV industries. AUAV's philosophy is to cherry-pick and provide only the absolute ultimate with respect to AV at the various price points. AUAV also specializes in high-end home theaters, private cinemas, other audiovisual entertainment spaces.

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The Christie Griffyn AS is AUAV's higher performance home theater optimized edition of the Christie Griffyn, developed with Christie's support. AUAV is the Exclusive Worldwide Distributor for both the Christie Eclipse and Christie Griffyn AS.

For more information about AUAV and its specialty Christie line of projectors, visit [www.au-av.com](http://www.au-av.com).

#### **ABOUT MADVR LABS, LLC:**

madVR Labs manufactures extreme video processing hardware and software products to meet the demands of the most discerning and critical video enthusiasts. With customers and distribution now in over thirty countries, the madVR Envy sets the new standard for real-time video processing performance and next generation algorithms, taking full advantage of today's latest hardware and extreme graphics power. The Envy has won several industry awards including the CEDIA Best New Hardware Product Award, AVS Forum Product of the Year, and AV Forum UK Best-in-Class for Video Processors.

For more information about madVR Labs and the Envy Extreme, please visit [www.madvrenvy.com](http://www.madvrenvy.com).