

Residential Systems

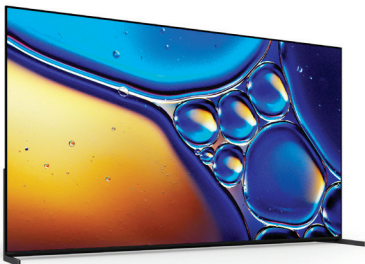
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FEATURING

- Best of Show at CEDIA Expo 2025 Winners
- Integration Guide to Design-Centric Tech
- Why Professional Video Calibration Matters

THE STATE OF THE INDUSTRY 2025

Our Annual Look at
CI Market Sales and
the Products That
Push Them



Review:
Sony BRAVIA 8
II QD-OLED TV

When “Good Enough” Won’t Cut It



How professional calibration, combined with modern video processing, unlocks the full potential of today’s displays.

BY RICHARD LITOFSKY, CO-FOUNDER AND CEO, MADVR LABS

Step into an audio/video showroom today and it’s hard not to be impressed. Modern displays, including high-end flat panels, projectors, and video walls, often look better than ever straight out of the box. Many ship with factory calibration modes that are reasonably accurate, sometimes even excellent by historical standards. But for professional integrators working at the top of the market, “good good” isn’t the finish line. It’s now the starting point.

Despite the improvements display manufacturers have made, there’s usually substantial untapped performance left on the table. And in an industry where competition is fierce and clients expect excellence, squeezing out that extra performance isn’t just about bragging rights, it’s about delivering measurable value and differentiation.

Even when a display is well-calibrated out of the box, real-world conditions can still have a noticeable impact. Room environments, in particular, can influence perceived contrast, brightness, and color accuracy. For projectors, the choice of screen material introduces yet another variable, often altering white balance and color in ways that create a challenge for the integrator to account for.

Proper setup and calibration of video sources, AVR settings, and any video switching or distribution systems are also essential. These elements are often overlooked, with many devices left in default or non-optimal modes that compromise image quality. Such misconfigurations can cause degraded picture quality, even if the display itself is reasonably well set up.

In other cases, factory default settings may not be optimal. Performance can also vary unit to unit, and some manufacturers prioritize showroom punch over reference accuracy. It’s usually easy enough to switch to a better picture mode and achieve an improvement, but the real opportunity lies in going further, serving the client by fine-tuning the entire system to unlock its full potential.

Unlocking Performance: Calibration and Processing

Most commonly, calibrators create precise 1D and 3D LUTs (Look-Up Tables) that optimize grayscale, gamma, and gamut tracking for the specific display in its actual viewing environment. This ensures accurate image reproduction that reflects both the unique characteristics of the display and the room. While some displays support internal calibration controls, video processors such as the madVR Envy offer even greater flexibility and precision for achieving exceptionally accurate results.

Advanced calibrators often take things even further. They know display-specific configuration tricks that can significantly improve

native contrast, brightness, gamut coverage, and overall performance. For example, they may manipulate certain internal controls or service menu settings that boost performance but invalidate the factory calibration in the process. Calibrators typically apply these types of performance-enhancing techniques, then use calibration with a video processor to correct the resulting deviations from the factory settings to maximize performance.

Furthermore, professional calibration isn’t just about tuning the display; it’s about optimizing the entire signal chain end to end. From sources and AVRs to processors and the display itself, every step in the signal path matters. Knowing how to configure and optimize all devices in the chain is crucial to unlocking the system’s full potential.

This is where video processors have become indispensable in high-end systems. For instance, the madVR Envy supports 1D LUTs with up to 4096 points of grayscale and gamma correction, and 3D LUTs with up to 16.7 million interpolated points of gamut correction — levels of precision not available with internal display controls or other devices. This enables professional calibrators to push performance to true reference levels, with extremely fine-grained control to apply targeted adjustments wherever needed.

Beyond Calibration: Real-World Processing Benefits

While calibration ensures the image is accurate, video processing can make it extraordinary. The madVR Envy’s patented HDR dynamic tone mapping dynamically analyzes every frame, preserving highlight detail and delivering optimal brightness scene by scene. Its intelligent aspect ratio management can reduce or eliminate black bars and use non-linear stretch to fill more of the screen without cropping, creating a more immersive experience for both 16:9 and 2.35 viewing.

Not to be overlooked is motion processing. As screens grow and brightness climbs, motion blur and judder become more distracting. Envy Extreme’s MotionAI eliminates these artifacts without introducing the dreaded “soap opera effect,” preserving the cinematic feel while delivering a clear, stable image even in challenging content. Even elements like how subtitles are displayed and fit the screen are greatly improved, making subtitles seamlessly integrated rather than a distraction using the Envy’s Dynamic Subtitle Overlay.

Display manufacturers have done an impressive job improving out-of-the-box accuracy. But “good enough” is far from “optimized for this client, in this room, with this display and these sources.” Professional calibration, combined with modern video processing, unlocks the full potential of today’s displays and creates experiences that truly stand out. [Res](#)

lm and improved efficiency with a laser life expectancy of 20,000 hours.

Learn More: <https://www.jvc.com/usa/projectors/precision/dla-nz700/>



Kaleidescape Strato E Movie Player

The Kaleidescape Strato E is an entry-level 4K movie player for residential, marine, and commercial theatre systems that supports reference 4K video output with SDR, HDR10, and Dolby Vision. Like all Kaleidescape movie players, Strato E supports lossless multichannel and spatial object-based audio, including Dolby Atmos and DTS:X. Strato E is perfect for new customers and those who have a TV or projector with Dolby Vision support, or older audio equipment that does not decode Dolby TrueHD or DTS:HD. With its standalone option, Strato E provides a lower cost of entry to the Kaleidescape platform, with an MSRP of \$2995, while maintaining the performance customers expect from Kaleidescape. As a standalone system, Strato E is a single playback zone and stores about a half-dozen high-bitrate movies on an internal, solid-state drive. It features a new streamlined interface, optimized for navigating a small movie library. Strato E can download a Kaleidescape 4K movie in as little as 10 minutes over gigabit Ethernet. Downloads become a candidate for automatic deletion 48 hours after playback, making room for more movies. Storage may be added to Strato E by grouping it with Terra Prime movie servers.

Learn More: <https://www.kaleidescape.com/strato-e-movie-player/>



Kaleidescape Strato M Movie Player

The Kaleidescape Strato M is a new entry-level movie player for residential, marine, and commercial theatre systems. Offered at half the price of Kaleidescape's previous lowest-cost system, Strato M provides reference 2K video output, with better-than-Blu-ray quality. Like all Kaleidescape movie players, Strato M supports lossless multichannel and spatial object-based audio, including Dolby Atmos and DTS:X. Strato M supports reference 2K video, with higher bit rates and bit depths than Blu-ray, including Dolby Vision, HDR10, BT.2020, and 4:2:2 chroma. Strato M is for systems where viewing distance is at least 1.5x the screen diagonal. At this distance Strato M's 2K video output is indistinguishable from 4K. With its standalone option, Strato M provides a lower cost of entry to the Kaleidescape platform, with an MSRP of \$1995, while maintaining the performance customers expect from Kaleidescape. Along with the lower cost of entry, Strato M is also scalable and can grow with the needs of the customer. Should the customer want to store more content or add more viewing zones in their house, they can add up to four Terra Prime movie servers and any number of Strato movie players.

Learn More: <https://www.kaleidescape.com/strato-m-movie-player/>



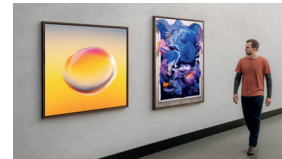
L-Acoustics HYRISS

HYRISS (Hyperreal Immersive Sound Space) is an audio solution that redefines the relationship between sound, technology, and architectural design within the

custom installation sector. HYRISS empowers a space to shift its "sound shape," manipulating the acoustics to mimic an echoing concert hall,

an intimate lounge, or an immersive nightclub where the sound shifts all around you. HYRISS is meticulously engineered for the custom installation professional. Its central objective is to provide concert-level sound quality while remaining visually discreet through the complete concealment of all audio components, including dozens of loudspeakers and subwoofers, within the walls and architectural elements of a room. This engineering feat allows integrators and designers to deliver a powerful, immersive audio experience without compromising a space's aesthetic vision. The system supports a wide range of audio formats, including immersive experiences like Dolby Atmos, and creates a high-resolution, three-dimensional network of sound.

Learn More: <https://www.l-acoustics.com/products/hyriiss/>



Lunar Walls Lunar Artifact

Lunar Artifact is a MicroLED video wall created solely for digital art. With aspect ratios tuned for paintings and photography, it transforms walls into immersive galleries.

Each system pairs handcrafted Leon frames with Blackdove's curated art platform, delivering elegance and depth beyond any screen. Unlike a TV — or a simple television turned on its side — the Artifact is purpose-built, redefining how art is displayed in the digital age.

Learn More: www.lunarwalls.com



Lunar Walls Lunar Ledge Pro

Lunar Ledge Pro is not a TV or an all-in-one; it's MicroLED reimaged. It delivers the features you love from television — 4K, HDR, ARC, and effortless casting — scaled to cinematic proportions with breathtaking performance. Unlike TVs or sealed systems, every component is serviceable for longevity. Pro-grade processing is seamlessly built into the decorative trim, with a slotted design and passive ventilation. Like a TV, but bigger, bolder, serviceable — and purpose-built for boardrooms, bedrooms, and blockbusters.

Learn More: www.lunarwalls.com



madVR Envy Core MK2

The madVR Envy Core MK2 8K is the latest generation of madVR Labs' video processor, designed to deliver reference-grade image quality, advanced AI processing, and value for home theaters, media rooms, and premium entertainment spaces. At its heart, the Envy Core MK2 features a custom HDMI 2.1 input card supporting full-bandwidth 48 Gbps for both input and output, making it the only video processor capable of true 8K workflows without compromise. Powered by NVIDIA's next-generation 5060 GPU, the Core MK2 provides headroom for advanced video algorithms now and in the future, ensuring it remains a future-ready solution for evolving content standards and display technologies. The Envy Core MK2 introduces Dynamic Subtitle Overlay (DSO), a patent-pending innovation that automatically relocates subtitles from black bar areas into the active image, adding background shading, brightness limiting, and scaling to improve readability while preserving immersion. It also debuts DeinterlaceAI, the world's first AI-based deinterlacing engine,

delivering dramatically improved clarity from 1080i broadcast TV in many countries and interlaced Blu-ray content still widely consumed worldwide.

Learn More: www.madvrenvy.com



Megapixel Ventana XR08 MicroLED Tile

Ventana is an ultra-thin digital MicroLED tile that merges world-leading visuals with an elegant, modular design. Ventana was

incubated by Megapixel, one of the foremost technical innovators in video processing and LED displays in Hollywood. Megapixel rethinks the LED tile as an architectural finish material, the first truly thin LED tile at 18mm depth. The tiles come in a square 300mm x 300mm format and snap into place on a flat magnetic grid structure. Pre-processing and power supplies can be located nearby and don't consume valuable floor space. Ventana tiles are currently offered in proprietary Liquid Black or Deep Matte finishes.

Learn More: <https://ventanadesign.com/>



Meridian Audio Ltd UHD121 HDMI Controller

The Meridian UHD121 HDMI controller is a manufacturer-engineered, installer-grade HDMI eARC/ARC controller that is designed specifically for the Meridian

DSP ecosystem. The UHD121 addresses a long-standing challenge for integrators: delivering true high-end audio from modern TVs without adding complexity. Compact and discreet, the UHD121 connects directly between a TV's HDMI eARC/ARC port and Meridian DSP loudspeakers via SpeakerLink. Fully CEC enabled, the system powers on and off with the TV and volume is controlled from the TV's own remote. It supports digital audio pass-through up to 192 kHz/24-bit, with Dolby Digital and DTS compatibility. Two SpeakerLink sockets allow either daisy-chain or star-wired configurations, giving maximum system design flexibility. A secondary HDMI input provides a direct connection for additional sources, enabling high-resolution, low-latency audio extraction without complication. The UHD121 is also fully legacy compatible, ensuring it can be added to existing Meridian DSP loudspeaker systems.

Learn More: <https://www.meridian-audio.com/products/zone-control/uhd121/>



Monitor Audio Climate Series 3G

The Monitor Audio Climate Series 3G is a premium all-weather loudspeaker range that delivers true hi-fi sound in environments where most speakers simply can't perform. What sets

it apart is the rare combination of high-fidelity audio and architectural discretion. Every model blends seamlessly into its surroundings with a minimal, elegant form, available in Matte Black or Matte White, while being fully sealed against the elements for year-round reliability. An expansion valve system ensures optimal internal air volume, even under extreme or direct heat. As the enclosure warms and air pressure rises, the valve regulates and stabilizes it — preserving acoustic performance and protecting components in any climate. The Quik-Link mounting

system simplifies installation and adjustment, while an Auxiliary Bass Radiator delivers rich, dynamic low-end without compromising weatherproofing.

Learn More: <https://www.monitoraudio.com/en/climate-series-3g/>

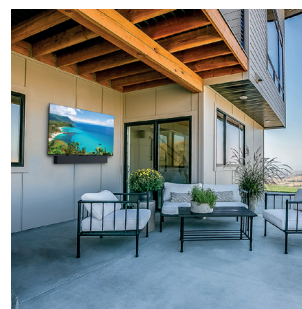


NAD BluOS Streaming Amplifier CI SA 2-120

The NAD CI SA2-120 is a BluOS Enabled music streaming amplifier that is specifically engineered for integration

professionals. It delivers 240 watts of power, utilizing NAD's Direct Digital Amplification platform to achieve outstanding efficiency and premium performance. BluOS is a hi-res multi-room audio platform with over 20 integrated music services, in up to 64 zones, and with an ecosystem of more than 70 BluOS Enabled products allowing integrators to provide any performance level or feature set the project requires from one platform, with one user interface and control driver. All devices support end point services such as Airplay2, Spotify Connect, Tidal Connect and Roon. Control can be done via the intuitive and reliable BluOS Controller app, or integrate with a 3rd party system, such as Crestron, Control4, RTI, Nice, URC, Lutron, KNX and Josh.ai. A unique feature is the ability to use the 2nd stereo speaker output as a "Sub Zone," providing the same source content as the Main Zone but with separate volume control, all operated from within the BluOS app, which is ideal for areas like a master bedroom or en-suite or larger more flexible living spaces, simplifying the installation and the user experience.

Learn More: <https://nadelectronics.com/product/ci-sa2-120-bluos-streaming-amplifier/>

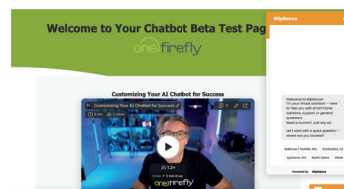


Neptune TV Neptune Outdoor Soundbar

Built with an IP55 rating and operating temperature range of -22°F to 122°F, the Neptune Outdoor Soundbar can endure rain, snow, dust, and fluctuating temperatures without sacrificing consistent, high-performance audio year-round. The included outdoor-rated mounting hardware offers

compatibility with any outdoor TV. The built-in Class D amplifier supplies 150 watts of peak power for full-range dynamic audio (70 Hz–20 kHz) to make movie nights and backyard parties unforgettable. Along with easy HDMI ARC setup and wireless Bluetooth v5.3 streaming options, users can expect high-quality audio, fewer cables, and total convenience — all controlled with the IR remote or smart TV.

Learn More: <https://neptunetv.com/products/outdoor-soundbar>



One Firefly ConciergeIQ

ConciergeIQ is One Firefly's new, AI-powered live chat platform that was built exclusively for AV and integration professionals. It replaces and significantly advances

the company's former Lead Concierge service with a completely rebuilt technology stack, expanded capabilities, and a redesigned