



Welcome to this very special edition of our newsletter, offering a **comprehensive recap of an unforgettable 2023 and a sneak peek into what 2024 has in store** for madVR Labs, our dealers and customers.

This issue is extensive, covering a wide array of topics, but rest assured, each segment is packed with insights and updates that we believe you'll find both educational and captivating. Dive in for a rewarding read!

Envy Wins AVS Forum "Top Choice of 2024" Award

We are ecstatic to share that the madVR Envy Extreme MK2 was just awarded the "Top Choice 2024" by AVS Forum, a significant recognition as we kick off the new year! [Read the exceptional review](#) by Erik Wesley.

Among our favorite parts is where Erik states that **he went from being a skeptic to a believer in our groundbreaking MotionAI technology.**



AVS Forum Editor Erik Wesley says:

"The impact [of the Envy tone mapping] was just as significant when I switched to the JVC NZ8. Although JVC projectors have commendable tone mapping capabilities, the addition of **the madVR Envy MK2 brought an extra level of refinement**. I often noticed clipped highlights in scenes with clouds when using the JVC's tone mapping, but with the Envy, these issues were absent, maintaining a natural brightness without overdoing it. My observations with the Sony A9G were equally striking."

And concludes "This unit is not just an accessory; it's a **transformative addition to any home theater system**. It excels in elevating your display experience, harnessing the full potential of your existing setup. Whether it's the precision of its tone mapping, the clarity brought by its upscale to 8K, or the fluidity added by MotionAI, **the Envy MK2 consistently pushes the boundaries** of what your display can achieve.

While the cost is a definite consideration, **the value it adds is undeniable**. It's akin to giving your home theater a professional-grade refinement, ensuring that every viewing is not just watched, but experienced in the highest quality possible. The **meticulous attention to detail in every feature**, from subtlety in subtitle management to the ease of firmware updates, all contribute to a seamless, top-tier viewing experience. It's therefore fitting that the madVR Envy MK2 has been named the first **AVS Top Choice of 2024**."

[Read the 2024 AVS Forum Envy Extreme MK2 Review](#)

[Read the 2023 ProjectorCentral.com Envy Extreme MK2 Review](#)

Read the 2023 Secrets of Home Theater & High Fidelity Envy MK2 Review

2023 Industry Awards and Accolades

We are both humbled and honored that in 2023 we received nearly a dozen prestigious awards, underscoring our commitment to excellence and innovation. This includes the distinguished CEDIA Best Global Hardware Product Award, an impressive five awards at CEDIA 2023, and **Best Video Processor for the third consecutive year**. Awards and accolades include:

- CEDIA 2023 Best Global New Hardware Product Award
- AVS Forum Best in Show Award CEDIA 2023
- ProjectorCentral.com Best in Show Award CEDIA 2023
- Sound & Vision CEDIA 2023 Editor's Pick Award
- AVS Forum Best in Show Demo Room Award CEDIA 2023
- ProjectorCentral Editor's Choice 5-Star Award
- 2023 Best Video Processor from Secrets of Home Theater & High Fidelity
- Projector Central's 2023 Best of the Year Award
- TechRadar Best Indulgent Home Theater Gear of 2024 Award
- AVS Form Top Choice of 2024
- Residential Systems Top Companies to Watch in 2024



2023 Product Launches, Innovation and Video Walls

2023 was a landmark year for madVR Labs in terms of innovation and advancement as covered in this section.

Launch of MK2 And New Features

We proudly launched the Envy Extreme MK2 and Envy Pro MK2, **leveraging modern-day hardware** to bring **truly cutting-edge new features** to the forefront. This marked the second generation of our acclaimed Envy series and the cumulation of two years of intensive engineering.

We launched the much-anticipated [MotionAI](#) - the world's first AI-based motion interpolation in a video processor, marking **another industry-first for madVR**

Labs. This comes alongside other innovative features and enhancements rolled out during the year through seamless, **automated firmware updates**, including the just-released **enhancements to our best-in-class dynamic tone mapping**.

Expanded Documentation And Free Add-ons

We also continued to expand our robust library of documentation to ensure our products continue to be easy to set up and use. This includes our new [MotionAI User Guide](#) and [related white paper](#), as well as the just-released updated [Sony XW5000/6000/7000 Projector Series Setup Guide](#). We also released the [Envy for Calman custom workflow](#), available for free to all customers.

These innovations further solidify our commitment to pushing the boundaries of video processing technology and **delivering exceptional value to our customers**, who have invested in our products.

Rapid Growth Of Envy With Large Video Walls

In 2023, we also experienced a **surge in the demand and integration of the Envy with large video walls**, leading to an expansion in our industry collaborations. We have not only forged new partnerships but also strengthened existing ones with prominent leaders including Barco Residential, Sony, Samsung, LG, Planar, and Just Video Walls. This growth reflects our **commitment to versatility and excellence** in video processing. Exciting developments are on the horizon, so stay tuned for more announcements in this rapidly evolving area.

Production Capacity and Team Growth

Also in 2023, **we ramped up production capacity at our USA assembly facility twice** to help meet the insatiable demand for the Envy series. And **plans are underway for a substantial expansion of our production capabilities** for 2024, ensuring we continue to deliver excellence without delay.

Concurrently, we are diligently **expanding our Certified for Envy program**,

promising exciting new developments and announcements soon.

Social Media Growth: Envy's 2023 Surge

In 2023, madVR Labs experienced a tremendous surge in social media recognition, with thousands of new followers joining our community. The Envy garnered significant attention, being featured and discussed in countless YouTube videos and social media posts, highlighting its leading position and influence in the industry.



2023 Global Presence and Events

In 2023, madVR Labs' footprint continued to expand impressively both in the **USA and internationally**, with our distribution network and customer base now extending across nearly forty countries.

We actively **participated in dozens of industry shows across the USA and around the world**, showcasing our commitment to global outreach. Notably, our presence at CEDIA 2023 was particularly significant, where madVR Labs made a substantial impact, with the Envy featured in nearly a dozen theaters on the

showroom floor.

This extensive participation highlights our dedication to staying connected with the industry and our customers globally, while **supporting our fellow manufacturing partners worldwide** to enhance their demo rooms, ensuring they achieve the profound impact and excellence they strive for in their presentations.

Highlights of our 2023 USA Events included:

- CEDIA 2023
- Several CEDIA Tech Summits across the country
- Several events with Barco Residential
- MWAVE
- Audio Advice Live
- Envy VIP Customer Night at Gramophone
- Atlanta Home Theater Special Showcase
- TOLA Expo (Texas, Oklahoma, Louisiana, and Arkansas),
- ByDesign Ignite Experience
- Midwest Sony Roadshow

Highlights of our 2023 International Events included:

- Smart Home Expo in New Delhi, India (special thanks to AV Nirvana)
- High End Munich 2023 in Germany (special thanks to Oliver @ Heimkino Klohs)
- Committed to Cinema in the UK (special thanks to Invision)
- The 44th Taipei International Audio Show (special thanks to Kevin @ Tai Shun)
- The StereoNET International Show in Australia (special thanks to Claver @ National AV Solutions and Andrew @ Home Theatre Engineering)
- The 2023 Paris AV Show in France (special thanks to Franck @ Xtrem Screens, Sony, and Trinnov)
- The AV Expo in Italy (special thanks to Sasha @ ADEO)
- The 9th IHEAC Show 2023 - the largest AV Experience in Indonesia (special thanks to Kartono)

As we reflect on our successful 2023 events, a huge thank you goes to our partners, dealers, distributors, customers, and end-users for your incredible support. Your presence made each show memorable. Excitingly, **we're planning even more events for 2024** and can't wait to connect with you again. See you soon!



Come See Us at ISE 2024

Building on the great momentum from our successful events in 2023, we are thrilled to announce that **madVR Labs will be returning for the third time to exhibit at ISE 2024** in Barcelona, from January 30th through February 2, 2024. Come and **join us at booth 2K500**, in partnership with our Italian distributor ADEO.

This year, we'll be showcasing the very latest **MotionAI** technologies, our **just-released enhancements to our dynamic tone mapping** and other exceptional features — don't miss the chance to see these innovations in action! Additionally, the Envy Extreme will be powering the video processing in **several impressive demo rooms** on the show floor, including:

- **Trinnov Audio** (booth 2C500)
- **L-Acoustics** (booth 2G500)
- **ADEO** (booth 2K500)
- with other exciting partners to be announced soon.

For professionals in the AV industry interested in a deeper dive or discussion, madVR Labs CEO Richard Litofsky, Global Sales Director Howard Leibowitz, and Head of Training and Support Ryan Charpentier will be present and available for meetings at our demo station at booth 2K500. **Please reply to this email to request a dedicated appointment time.** End-users are always warmly welcome to stop by anytime to meet the team and experience the forefront of video processing technology!



Envy Extreme MK2 Added to Luxury Experience Centers

In 2023, the madVR Envy Extreme MK2 earned resounding endorsement for its unparalleled performance, becoming **the trusted and preferred video processor for several esteemed luxury AV manufacturers**. These manufacturers integrated the Envy Extreme MK2 into their **headquarter showrooms**, showcasing the Envy's excellence in delivering the ultimate video experience. Notable installations include:

- The **Trinnov Audio** Experience Center in Connecticut, with the Barco Freya+.
- The **Samsung** Experience Center in Texas, with "The Wall" 146".

- The **Wisdom Audio** Experience Center in Nevada, with the Sony VPL-VW5000ES.

More experience centers will be announced shortly, offering even more opportunities to witness the Envy Extreme MK2 in action — stay tuned!

Revamped USA Dealer Program: Elevating Customer Support and Service

As part of our commitment to unparalleled customer service, madVR Labs is excited to publicly unveil **our revamped dealer program** for 2024. This initiative is designed to ensure that every customer receives top-tier support and service from our dealers.

- **New USA Sales Programs for 2024:** We've introduced innovative sales programs to empower our dealers with the tools and knowledge they need to meet and exceed customer expectations. Our focus is on ensuring that our dealers are not just sales experts but also masters in the technical aspects of the madVR Envy, possessing deep knowledge and advanced skills to offer outstanding installation, service, and support.
- **Certified for Envy 2024 - Platinum and Gold Seals:** To recognize dealers who exemplify excellence in support and service, and who are achieving outstanding results, we've introduced the Certified for Envy 2024 Platinum and Gold program, along with seals customers can use to readily identify such qualifying, expert dealers. These distinctions are a mark of trust and quality, guiding customers to dealers who offer the highest standards of knowledge and service with the madVR Envy. Look for these seals when choosing your madVR Envy dealer.
- **Celebrating Our Top USA Dealers:** A hearty congratulations to our USA dealers who have reached Platinum status for 2024 – a testament to their exceptional service and expertise (in alphabetical order):



- [Atlanta Home Theater](#) (Georgia)
 - [Audio Advice](#) (North Carolina)
 - [Definitive Audio](#) (Washington State)
 - [Gramophone](#) (Maryland)
 - [Hometronics](#) (Texas)
-
- **Acknowledging Our Gold-Level Dealers:** We are immensely proud to also recognize the now over 125 and growing USA dealers who achieved Gold status for 2024. Their unwavering dedication to quality service not only contributes significantly to our continued success and customer satisfaction, but also positions them as future Platinum dealers of madVR Labs. We look forward to seeing and supporting their continued growth and excellence.



- **Acknowledging Our Silver-Level Dealers:** While celebrating our Platinum and Gold dealers, we would be remiss not to mention our many dedicated Silver-level dealers. These up-and-coming partners are integral to the madVR Labs family, demonstrating promising growth and potential with the Envy series. We wholeheartedly appreciate their efforts and are committed to supporting them in their journey towards achieving Gold status. Their enthusiasm and dedication are vital to the broader success of our products, and we eagerly look forward to helping them reach new heights in 2024.
- **Acknowledging Our International Distributors and Dealers:** Last but certainly not least, a special shoutout to our international distributors and dealers across the world who do an outstanding job. Your efforts in extending our reach and ensuring the global success of madVR Labs are truly invaluable, and we deeply appreciate your commitment to excellence.

This overhaul of our dealer program underlines our ongoing dedication to not just meet but exceed customer expectations in every interaction with madVR Labs and our products and services.

Top madVR Labs Rep Firm of 2023

We are pleased to announce a unique and exciting outcome for the madVR Envy Top Rep Firm of 2023 Award. This year, the accolade is **jointly awarded to AMI Sales in Florida and ByDesign in California.**

The decision reflects the exceptional performance of both firms, characterized by their **outstanding sales results and unwavering commitment to excellence.** The performance and support of these two exemplary rep firms was equally outstanding, making it impossible to select just one for the award. In recognition of their equally impressive achievements, we are delighted to honor both with this award. Their dedication and hard work set a high standard in our industry and exemplify the spirit of excellence we cherish at madVR Labs.



We extend a special thank you to all our dedicated rep firms, whose tireless efforts ensure that our dealers and their customers have everything they need for success with the madVR Envy.

We are also delighted to **welcome two exceptional new rep firms to our**

team in 2023: **Momentum Marketing**, serving the TOLA market, and **Frontline Sales and Marketing**, focusing on the Upper Midwest. Their addition marks a significant step in our ongoing expansion and commitment to excellence.

2023 Best Dealer End User Show

There were great end user events in 2023, however the real standout for madVR Labs goes to [Audio Advice Live](#) in Raleigh, North Carolina back in August. It was fantastic to meet so many customers and gather their feedback. The Audio Advice panel on the Future of Home Theater Video, which our CEO participated in, was exceptional as well.



2023 Best Testimonial of the Year

Our 2023 Testimonial of the Year comes to us from Brad Wells, owner of the prestigious [Bradford Wells Luxury Home Theater](#) integration company. A special thank you to Brad and all our dealers and customers that sent in or posted testimonials throughout the year. We deeply appreciate your unwavering support.

Testimonials

"I admit I was skeptical when I ordered my first madVR Envy for a large project. I didn't think it would make that much of a difference to the picture quality. But after the installation, my lead tech and I were looking at the end results of the video quality and couldn't believe what a big difference it made!
I'm sold!"

BRAD WELLS
BRADFORD WELLS LUXURY HOME THEATER



2023 Best Rack Photo of the Year

There were several fantastic photos of racks with the Envoy Extreme installed this year. However, it was hard not to award **Atlanta Home Theater** with the 2023 Best Rack Photo of the Year with its **dual-stack Envoy Extreme MK2 setup**, powering a Sony GTZ-380 and Christie M4K15. Also noteworthy is the dual-stack Trinnov Altitude 32. Thank you to everyone who submitted photos and please keep them coming for 2024.



2023 Best Group Photo of the Year

The 2023 Best Group Photo of the Year goes to the photo from one of the Envy Extreme demos at CEDIA 2023, which included many of the madVR Labs team. Thank you to everyone that came out to support us.



2023 Best Videos of the Year



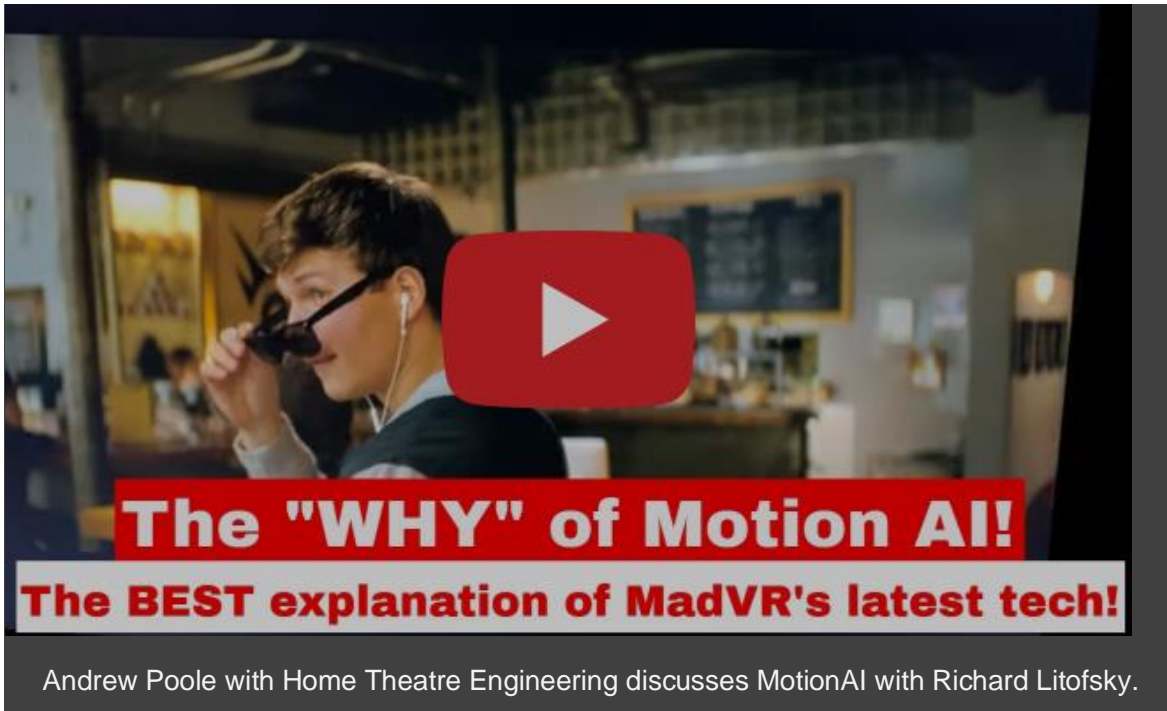
ENVY MK2 VIDEO PROCESSOR



Audio Advice CEO Scott Newnam reviews the Envy Extreme MK2 and reveals what he likes best.



madVR Labs' Richard Litofsky and Youthman Michael Stevens discuss MotionAI.





See the madVR Envy Extreme in action on the Samsung 146" Wall - Samsung Experience Center.



REVIEWS BY GRAMOPHONE | madVR Envy Video Processor

Learn the ABC, or should we say, the "MUSIC HD", of the madVR Envy. Watch this for an introduction to some of the product's core features.

A Special Message From our CEO

As we reflect on an extraordinary year at madVR Labs, I want to extend a heartfelt message of gratitude to everyone who has been a part of our journey. I am particularly grateful for the incredible effort and hard work of our entire team.

A special thank you goes to my co-founder, Mathias Rauen ("madshi"), for his technical leadership and expertise in product development. His dedication and creativity, along with the extensive feedback from our large and engaged user base, drive our innovation. We are incredibly thankful for this active and insightful community, whose contributions are highly valued and deeply appreciated.

The unique synergy between expert leadership, development prowess, and robust community feedback is instrumental in setting madVR Labs apart, fostering our continual growth and helping distinguish us in the industry.

To our dealers, distributors, partners, fellow A/V manufacturers, press and vendors – your support and collaboration have been pivotal to our success. Each one of you plays a crucial role in the ecosystem we've built together, and I cannot thank you enough for your commitment to excellence.

Most importantly, to our customers and end users – you are at the heart of everything we do. Your trust in our offerings and feedback is what fuels our passion and pushes us to continuously innovate and improve. We simply could not do this without you, and we are exceptionally grateful for your efforts.

As we step into 2024, I wish you all the best in your endeavors. May this year bring continued success, groundbreaking achievements, strengthened partnerships and absolute joy to your home theater and

viewing experiences. Here's to another year of shared growth and outstanding achievements in the world of A/V technology!

Warm regards,

Richard Litofsky
Co-founder & CEO
madVR Labs, LLC



We're Hiring: Join Our Growing Team!

In 2023 we continued to expand the madVR Labs team, adding key technical support and sales personnel. We are **actively looking to hire technical support specialists, administrative, and operational personnel** to meet the growing demands of our business. If you are interested and have what it takes, please **email us your resume** at hr@madvr.com.



NOW HIRING

Let's Be Social :)

Join madVR Labs on our official [YouTube](#), [Instagram](#), [LinkedIn](#), and [TikTok](#) social media platforms and follow us there for all things Envy. Now with 3,000 followers across our social channels - thank you for your interest and support.



Instagram

TikTok

Looking to buy a new or pre-owned Envy? Click here!

Interested in becoming an Envy Dealer? Inquire here!

Introduction to the MK2 Series Guide

Quick Links:

- [AVS Forum "Top Pick 2024" Envy Extreme MK2 Review](#)
- [Secrets of Home Theater Envy Extreme MK2 Full Review](#)
- [ProjectorCentral Envy Extreme MK2 Full Review](#)
- [Learn more about the Envy MK2 Series](#)
- [High-res images of the Envy MK2 Case and Backlit Remote](#)
- [Envy MK2 Series Specification Sheet](#)
- [Envy MK2 Series Product Brochure](#)
- [Envy MK2 Press Release](#)
- [Where To Buy?](#)



Copyright © 2024 madVR Labs, LLC., All rights reserved.