



## Reinventing Subtitle Display - Introducing DSO!

Subtitles continue to gain popularity—not just for hearing assistance, but also for clearer comprehension of complex storylines, catching subtle dialogue, and understanding foreign films or accents. Yet they often cause frustration due to being unreadable or cut off in the black bars, glaringly bright, oversized, and so distracting that they can ruin the immersion of a movie.

Enter madVR Labs' Dynamic Subtitle Overlay (DSO)—**a patent-pending breakthrough that seamlessly activates to move subtitles into the active content area on scope screens whenever they appear even partially in the black bars—**without shrinking the image.

Once activated, DSO can **intelligently match subtitle brightness to the scene, reduce their size to obstruct less of the image, and adapt their color to blend with the scene's palette.** The result is a more harmonious, integrated, and truly cinematic viewing experience—free from the typical distractions of subtitles.

To understand why this is an issue and how DSO works to solve it, check out our new paper:

- [\*Reinventing Subtitles: Understanding the Need for Dynamic Subtitle Overlay in Home Theater.\*](#)

DSO is coming soon to the Core Premium, Envy Pro, and Envy Extreme as a free update—don't miss these two A/B comparison images below, followed by the videos!



Example of DSO in action: subtitles automatically moved out of the bottom black bar, reduced in size, and adjusted in brightness and color to blend harmoniously with the scene—all while ensuring exceptional readability.

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### See DSO In Action In These Videos!

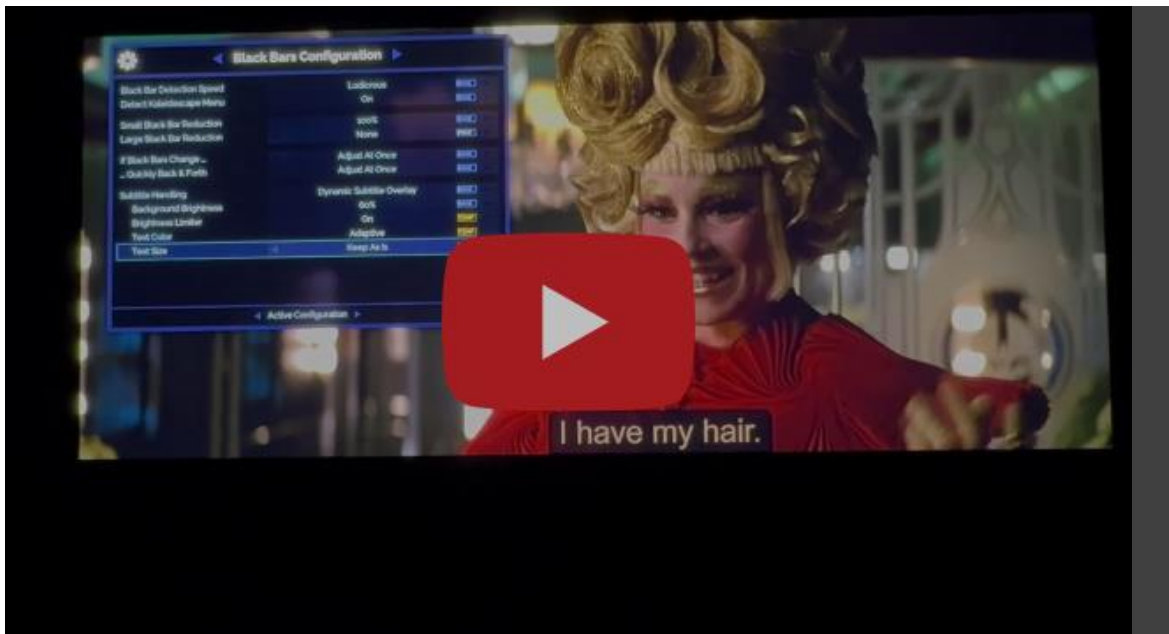
🎬 Check out the videos below from our sneak peek reveal at Audio Advice Live 2025, where **hundreds of enthusiasts, dealers, and distinguished members of the press** experienced DSO firsthand. Hear their impressions and watch DSO transform the way subtitles are displayed for a more seamless, enjoyable and immersive

experience.

To see the video links, please ensure your images are enabled for this email.



Watch as Dynamic Subtitle Overlay is discussed with Todd Anderson from AV Nirvana. Tune in to see Todd's reaction and what he thinks about DSO.



In this sneak peek deep dive, watch as we eliminate black bar issues on scope screens, banish eye strain, maximize contrast, and integrate subtitles for a harmonious, immersive viewing experience.



**Robert Kozel, Co-Editor-in-Chief of Secrets of Home Theater and High Fidelity,** shares his impressions about Dynamic Subtitle Overlay.





Dylan from Convergence, a premier A/V integrator, shares his first impressions of DSO. He's never been a fan of subtitles—far from it, due to the distractions they cause. Will DSO change his mind? Watch and find out!

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**Carl, a die-hard home theater enthusiast, has never been a fan of subtitles**—too intrusive, too bright. You might be surprised by his reaction—catch it in the video.

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### **Audio Advice Live 2025 Show**

We had another fantastic year at Audio Advice Live—our fourth in a row! A big thank you to Audio Advice, the press, and fellow enthusiasts, including many Envy owners, who came out to see us. Below are some of our favorite moments from the show. Please enjoy.







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### Upcoming Price Change for the Core Premium Package

The price of the **Envy Core Premium Package will change to \$1,495 effective September 15, 2025**. While Core Premium can be added at any time within two years of purchasing your Envy Core, now's the perfect time to lock in the current price and start enjoying all its great features—including Dynamic Subtitle Overlay when it debuts soon—plus Core Premium doubles your warranty from 2 to 4 years. See [this comparison](#) for what's included.

**[ADD CORE PREMIUM TODAY \(existing Core owners only\)](#)**

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## Now Over 250 Certified for Envy Professionals Worldwide

We're thrilled to announce that, just one year after launching our official dealer training, we've reached a major milestone—over 250 Certified for Envy Professionals worldwide. The [madVR Envy Academy Online](#) training program is free and open to the public, without registration. Likewise, if you're an industry professional and want to become certified, review the online courses and contact [certify@madvr.com](mailto:certify@madvr.com) to get started with your certification.

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[INTERESTED IN BUYING AN ENVY? INQUIRE HERE!](#)

[INTERESTED IN BECOMING A DEALER?](#)

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## We're Hiring—Technical Support Specialists



**NOW HIRING**

As madVR Labs expands to nearly 50 countries worldwide, we remain focused on scaling our operations to continue delivering exceptional service to our customers around the world. Recently, we've made key hires in several roles and continuing to

expand our personnel in 2025.

With demand for the madVR Envy soaring, we're actively seeking more talented, dedicated individuals to join our team as Technical Support Specialists. If you have a passion for home theater, this is unique opportunity to take your career to a new level. [Go here](#) to learn more and apply. We look forward to hearing from you!