



Welcome to the special Holiday Edition of our newsletter, bringing you the latest and most exciting updates from madVR Labs! This past month has been bustling with significant developments, groundbreaking achievements, and fruitful collaborations. Here, we're excited to share these milestones and the remarkable progress we've made, showcasing our commitment to advancing the world of video processing.

## Envy Wins 2023 Best Video Processor Award

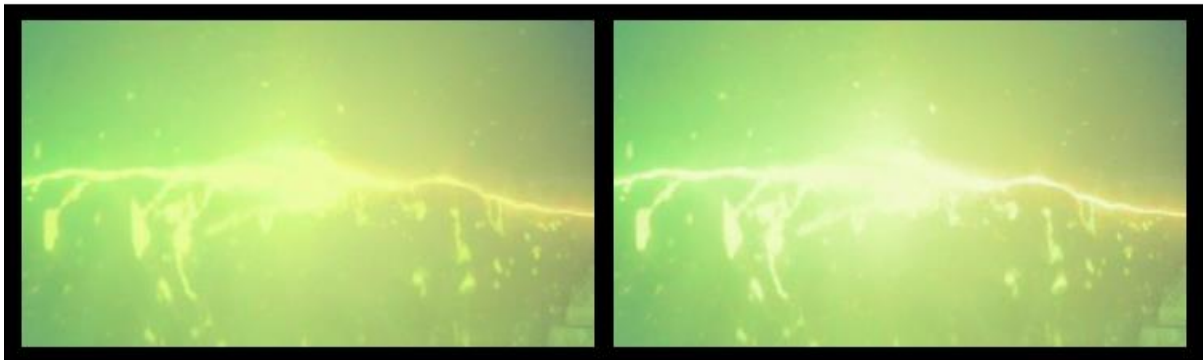
The madVR Envy was just awarded "2023 Best Video Processor" by Secrets of Home Theater and High Fidelity. This is the **third consecutive year that a major industry publication named the Envy best video processor**. This prestigious recognition highlights our consistent excellence in video processing and commitment to delivering continual innovation using cutting edge, modern day hardware.



## Upcoming Tone Mapping Enhancements

Exciting updates are coming to our dynamic tone mapping engine. These enhancements offer **fine control over HDR saturation** levels, both overall and in highlights, empowering you to tailor your viewing experience to your own preferences. The update also includes other DTM tuning for the optimal rendering of HDR and updates to MotionAI. The update is imminent, and easily downloaded and installed directly from your Envy in seconds, as usual.

**Deeply saturated, punchy, or in between? You decide!**



## madVR Labs in Top Companies to Watch in 2024

We're thrilled to announce that madVR Labs was named in Residential Systems' list of Top Companies to Watch in 2024. This is a significant milestone for us, reflecting our commitment to enhancing picture quality for you. Stay tuned for more innovations from madVR Labs as we continue to revolutionize video processing technology.



## Envy VIP Night at Gramophone

We recently hosted an incredible evening at Gramophone, an Envy Platinum dealer. **Over twenty of their esteemed guests gathered** for a night of good food, fun and educational demos. We extend our heartfelt gratitude to everyone who made the evening special. Look for VIP Envy nights coming in 2024 to a location near you! **Dealers interested in madVR Labs hosting a VIP Night** at their location should contact us ASAP. as our calendar for 2024 is filling quick.



## **Audilux New Showroom Features Envy Extreme**

Jon King from Audilux has selected the madVR Labs Envy MK2 for a phenomenal home theater setup. This choice underscores our commitment to delivering superior video processing in exceptional entertainment spaces.



## Collaboration with John Bishop and AVDG

Industry veteran John Bishop's recent calibration of a private home cinema system, featuring the Envy Extreme MK2 and installed by AVDG - GC Pro, is a testament to the Envy's ability to take picture quality to new heights in premium home theaters and media rooms.

Did you know that the Envy is the **only residential processor capable of 4,096-point 1D LUTs and 16.7M interpolated point 3D LUTs**? While other video processors only deliver 21-point 1D LUTs and 4,913-point 3D LUTs, calibrations with the Envy help ensure the most precise picture accuracy possible. Read more about [calibration with the Envy](#).



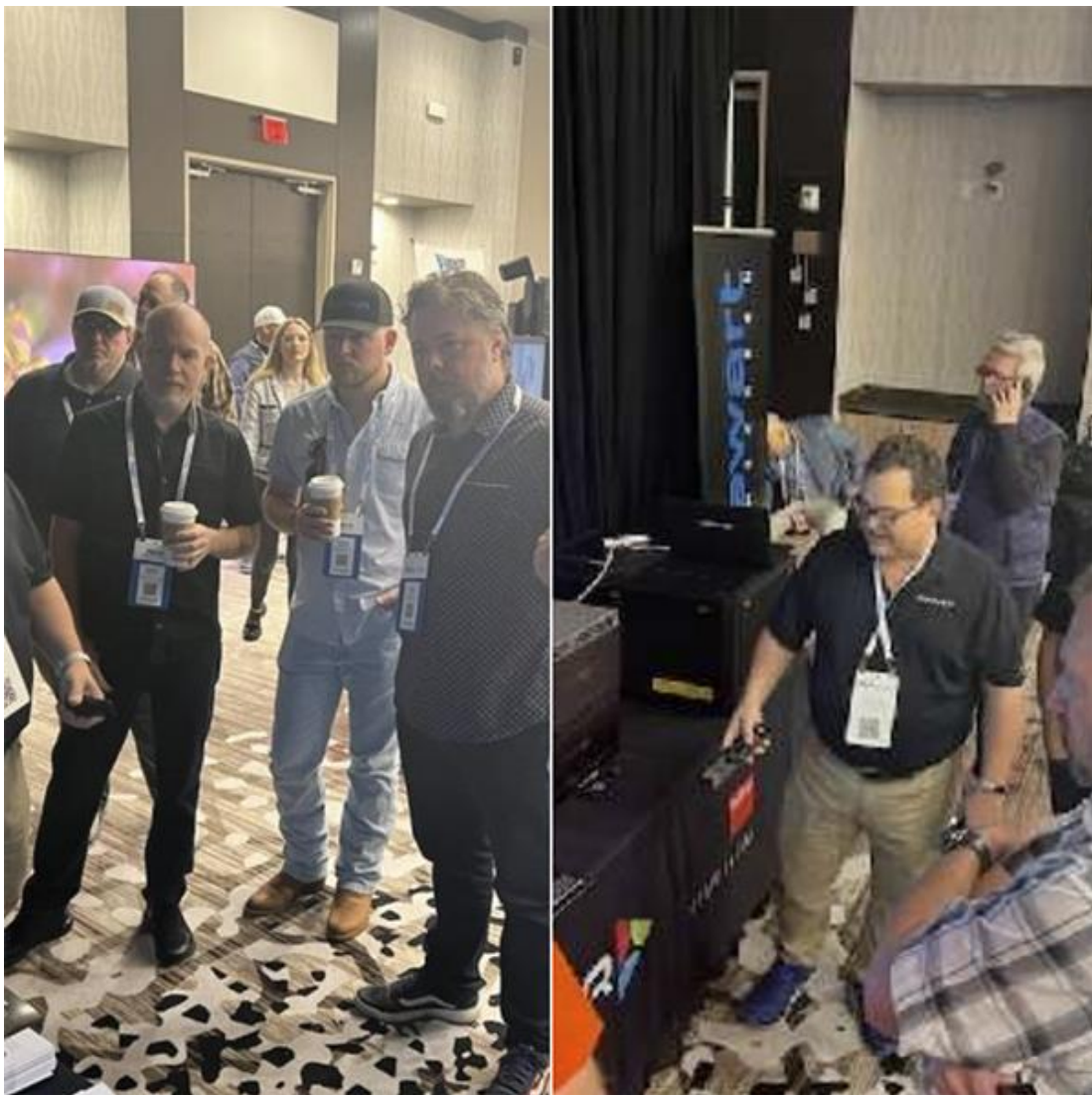
## New Deadwood Theater Chooses Envy Extreme MK2

We are honored to be part of Atlanta Home Theater's new Deadwood Theater project, with the Envy Extreme MK2 playing a pivotal role in delivering the an extraordinarily immersive experience. This collaboration aligns with our mission to provide **unrivaled picture quality** in top-tier home theaters. Congratulations to Atlanta Home Theater, an Envy Platinum dealer, on this incredible theater project.



## madVR Labs at CEDIA Tech Summits

Our Business Development Manager David Cesar & Head of Support and Training Ryan Charpentier recently showcased our latest technologies at the CEDIA Tech Summits in Texas, New Jersey and New York City. The events were a resounding success, with attendees experiencing our advanced features like MotionAI, dynamic tone mapping, and more. Stay tuned for information about our touring dates in 2024!





## madVR Envy with Large Video Walls

Our Co-founder & CEO, Richard T. Litofsky, had an incredible day at Just Video Walls headquarters in Davie, Florida, marking a significant collaboration. He met with their Co-founder & CEO, Ryan Lampel, and Co-Founder and Chief Product Officer, Angel Antonio Rodriguez Capecchi, alongside our esteemed representative, CTO Ray Miller from AMI Sales Inc.

A key highlight of the visit was their impressive 237-inch video wall, featuring a unique 2.67 aspect ratio, which provided an extraordinarily immersive experience. This visit underscores the **rapidly growing interest and trend of utilizing the Envy in large video wall projects.**

Our collaboration with Just Video Walls, alongside our partnerships with other leading display manufacturers like Barco Residential, Samsung, LG, Planar, and others, reflects our deepening footprint in the micro LED market.



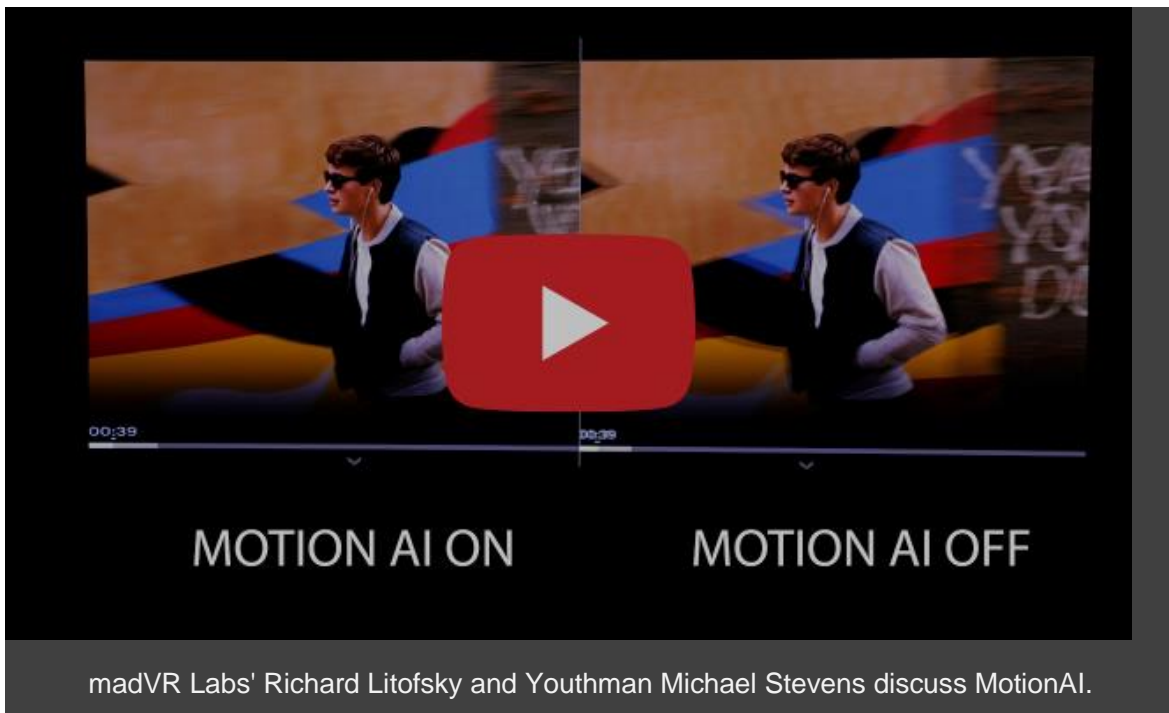
## Christmas Comes Early for Jacob Sernefell

Jacob Sernefell, of Cinema Solutions by JASE, recently shared his excitement about acquiring the Envy Extreme MK2 and Trinnov Altitude, saying "It looks like

it's going to be a fun week! 😊" and included the photo below. His enthusiasm is a great example of the joy, excitement, and high satisfaction our products bring to our customers.



## Envy Showcase Videos



Watch as Richard Litofsky discusses the unrivaled features of the Envy Extreme MK2 with Joe Finn of Gramophone, which features an Envy Extreme demo in all their showrooms. It's as easy as "MUSIC HD!" Tune it to see what we mean.

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[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](#)

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## 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.



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## Happy Holidays from madVR Labs!

As we approach the end of another remarkable year, we at madVR Labs want to extend our warmest wishes for the holiday season to all our customers, dealers, distributors, partners, and fellow A/V manufacturers

around the world. Your support and collaboration have been invaluable, and we are incredibly grateful to be part of such a vibrant and innovative community.

May this holiday season bring you joy, peace, and prosperity. We look forward to continuing our journey together in the coming year, pushing the boundaries of audio-visual excellence. Happy Holidays to you and your loved ones!

We'll be back shortly with our massive Year-In-Review newsletter and some more goodies, including an all-new Envy for Sony VPL-XW5000/6000/7000ES Setup Guide, so stay tuned!



[Find An Authorized Envy Dealer Near You](#)

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### **Quick Links:**

- [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?](#)