



madVR Labs Unveils the Revolutionary Envy MK2 Series Video Processor for High-End Home Theaters and Media Rooms

Rockville, MD, April 12, 2023 - madVR Labs, the industry-leading manufacturer of high-performance video processors for high-end home theaters and media rooms, is thrilled to announce the Envy MK2 Series, the next generation of their acclaimed Envy Extreme and Pro video processors. The Envy MK2 represents a significant upgrade from the previous generation and further solidifies the company's position as a market leader today and well into the future.

The madVR Envy MK2 is a true powerhouse, with a huge boost in GPU power, upgraded system components including ECC RAM normally only found in mission critical servers, a redesigned cooling system, a new aluminum face premium backlit remote control, and an exquisite custom case. Its new Glacier X2 cooling system delivers exceptionally efficient cooling, now essentially inaudible from just a couple of feet away when running in Silent mode.

The Extreme MK2 uses the Nvidia 4080 GPU, boosting GPU power by as much as 100% and providing important headroom now and into the future, for MotionAI and other AI-based algorithms. The Envy Pro MK2 will also feature an upgraded GPU over its predecessor, with a triple-fan design for enhanced cooling efficiency and noise reduction, and share the same high-end case and premium components (aside from the GPU) as found in the Extreme MK2.

The Envy MK2 is housed in a brand new, custom engineered all-aluminum 3 mm case with a 20 mm front plate and custom matching rack ears. The engineering process involved multiple rounds of obsessive prototyping, spanning a year and a half to ensure that every aspect of the MK2 was designed and built to meet the highest standards of quality and performance. The MK2 models come with an unmatched 5-year warranty on parts and labor to give customers peace of mind and confidence in its build quality.

The company's vision is to use adaptable modern-day hardware to deliver products that take full advantage of the latest technological advances, including Artificial Intelligence (AI), such as found in their MotionAI per-pixel motion interpolation, another industry first for the company, currently in beta.

Audio Advice founder Leon Shaw, a 47+ year A/V veteran and industry icon, switched to the Envy Extreme as his video processor of choice after first seeing the Envy Extreme MK1 in 2020. He is ecstatic about the new Envy MK2 Series and says, "The completely redesigned MK2 brings the Envy to an entirely new level, making it an even better choice for any serious home theater. Some of the technology in the Envy MK2 is not only new for them but is revolutionary for the entire industry. In all my years, I've never seen a company go from a start up to a luxury brand in just three short years like madVR Labs has. I've been very impressed how fast their team innovates and love the fact they invite our feedback. And as an added bonus, their menu system is the best I have seen on a piece of AV gear. I can't wait to see the future updates Envy rolls out for the MK2 version as its huge amount of processing power will allow them to continue down the innovation path."

madVR Labs Co-Founder and CEO Richard T. Litofsky says "I am incredibly proud of our team for this accomplishment and grateful to our esteemed dealers, distributors, and customers around the world for their exceptional support and feedback, which was a driving force behind the MK2 design. We believe the Envy MK2 delivers on all fronts - best-in-class video quality and performance, build quality and high reliability, and ease of use."

The company is currently taking orders for the MK2 models. The Envy Extreme MK2 is set to start shipping in limited quantities from late April 2023. Early units will ship with the MK1 remote control, which will be replaced at no charge when the premium backlit remote control is available shortly thereafter. The Envy Pro MK2 is expected to begin shipping in summer 2023. MSRP in the USA is \$15,995* and \$9,495* for the Extreme MK2 and Pro MK2 respectively. Please check with your authorized Envy dealer for details or contact the company at www.madvrenvy.com.

Qualifying owners of the madVR Envy Extreme MK1 will soon have the exciting opportunity to upgrade to a brand new Extreme MK2 for just \$4,795* with a new 5-year warranty, by trading in their Extreme MK1 in good physical condition. The company is also introducing a program for those interested in purchasing a preowned Envy Extreme MK1 with new 2- year warranty, for an outstanding value through authorized dealers, on an as-available basis. Although the MK1 models will no longer be manufactured, the MK1 will still be supported and continue to receive firmware updates.

The Envy Extreme MK2 will make its first public showing at the TOLA Expo in Dallas, Texas, May 2-4, 2023, where it will power the video processing in the show's main demo room, paired with the new Samsung 140" Micro LED TV. madVR Labs will also have a booth at this exciting event. Come out and meet madVR Labs' Head of Support and Training Ryan Charpentier, Senior Sales Manager Joey Peacock, and CEO Richard Litofsky for your personal demo of the Extreme MK2.

*Pricing varies by country. Check with your local Envy dealer for pricing in your area.

[More details on the MK2 Series are available here.](#)
[MK2 product images are available here.](#)

About madVR Labs, LLC (www.madvrenvy.com)

madVR Labs manufactures video processing products to meet the demands of the most discerning and critical video enthusiasts. Its Envy Extreme MK2 video processor raises the standard set by its award-winning predecessor for real-time video processing performance. The Envy delivers best-in-class HDR dynamic tone mapping, upscaling to 8K, instant aspect ratio and black bar management, next-generation non-linear stretch, subtitle management, and its MotionAI, currently in beta testing, provides superior motion interpolation by operating at the per-pixel level – another industry first for the company. madVR Labs is committed to developing cutting-edge video processing solutions that deliver unparalleled performance and quality with its MK2 Series. The company's products are designed and manufactured to the highest standards of quality and reliability, backed by a 5-year warranty, another first in the video processing market.

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