

madVR Labs Announces Next-Generation Envy Extreme MK3 and Core MK2 Video Processors and Unveils Plans For Major New Software Release

The First and Only Video Processors with Full 48 Gbps HDMI 2.1 Input and Output With Advanced Gaming Support; Also Announces Plans For Major Software Update With New Features For All Models

Rockville, MD – September 3, 2025 – madVR Labs, the industry leader in high-performance video processing for home theaters and media rooms, today announced the next generation of its acclaimed Envy video processors—the Envy Extreme MK3 8K-48G, Envy Pro MK3 8K-48G, and Envy Core MK2 8K-48G. These models set new benchmarks for performance, specifications, and intuitive operation—introducing HDMI 2.1 with full 48 Gbps input and output support, advanced GPUs, and groundbreaking features for both cinema enthusiasts and gamers, including Variable Refresh Rate (VRR) support on the input and output up to 360hz. See the [full specifications](#).

Core MK2 – Advanced Processing, Price/Performance Leader, 8K Ready

The Envy Core MK2 (\$5,995 USD* through December 31, 2025, \$6,995 USD* thereafter) builds on the popular Core MK1 and delivers major hardware advances, including a powerful NVIDIA 5060 GPU, a more robust CPU, and doubled RAM. It is 8K-ready, with support for HDMI 2.1 and full 48 Gbps input and output bandwidth for the highest-quality signals today and into the future.

For users seeking full 8K input/output upscaling and processing and the most aggressive low-latency gaming, the Core MK2 Premium package (\$1,795 USD*) unlocks these capabilities, adds other advanced features such as patent-pending Dynamic Subtitle Overlay™, and doubles the warranty from 2 to 4 years—delivering unmatched power, performance and price in its class, helping to make reference-level video processing more accessible than ever.

Despite its aggressive price, the Core MK2 offers full HDMI 2.1 capabilities alongside the award-winning feature set that defines Envy, including patented HDR dynamic tone mapping, instant aspect ratio management, bi-directional patent-pending Non-Linear Stretch (NLS+) for scope and 16:9 screens, AI upscaling, and DeinterlaceAI™, the world's first AI deinterlacing engine in a video processor.

Like the Core MK1, the Core MK2 is well-positioned to continue as a popular choice to pair with more modest projectors, UST projectors, and high-end flat-panel TVs, popular on such displays for industry-leading AI upscaling, dynamic tone mapping, and non-linear stretch to reduce black bars without cropping content—and now enhanced with its new gaming performance.

The Core MK1 will continue as an aggressively priced option for more modest budgets at \$4,995 USD*, with the Core MK1 Premium Package available at \$1,395 USD* as of September 15, 2025.

Pro MK3 – Balanced Power with 5K/8K Upscaling and Gaming Support

Replacing the Pro MK2, the Envy Pro MK3 features the NVIDIA 5060 GPU and HDMI 2.1 with full 48 Gbps support and advanced gaming capabilities, while enabling upscaling and processing for 5K and 8K with support for future AI algorithms. Positioned between the Core and Extreme, it offers a premium case, extended warranty, and future AI powered features at \$10,995 USD*.

Extreme MK3 – Industry Reference for the Pinnacle of Performance

The Envy Extreme MK3 replaces the Extreme MK2 and raises the bar for flagship video processing. Featuring the powerful NVIDIA 5080 GPU, it provides extraordinary processing power and headroom for today's demanding algorithms and tomorrow's exclusive AI-driven advancements. It also features HDMI 2.1 with full 48 Gbps input and output support.

The Extreme MK3 includes several beloved and industry-first features: MotionAI™, the world's first AI motion interpolation without the Soap Opera Effect; Geometry Correction for perfectly aligned projection even with off-axis, curved, or anamorphic lens setups without compromise; eligibility for future paid hardware upgrades; and an industry-leading 5-year warranty.

Pricing and availability of upgrade options for customers with Envy Extreme MK1 and MK2 models to move to MK3 will be announced closer to product availability in Fall 2025. MSRP for the Envy Extreme MK3 is \$15,995 USD*.

First and Only Video Processors with Full HDMI 2.1 and Advanced Gaming Support, Including VRR Up To 360Hz

The new Envy lineup is the first and only video processor to feature HDMI 2.1 with full 48 Gbps input and output, along with VRR support on the input and output for ultra-smooth, very low latency gameplay, including support for 360Hz with DSC on the output for capable systems. This breakthrough ensures support for the highest bandwidth signals available today and in the future.

For the first time, the new Envy models introduce Variable Refresh Rate (VRR) on both input and output, enabling ultra-smooth, very low latency gameplay with modern gaming platforms such as PCs, PlayStation 5 Pro, and Xbox Series X, including support for 4K 120Hz 12-bit 4:4:4 for capable systems. A new low-latency gaming mode delivers a dramatic improvement in responsiveness compared to prior models, with very low latency. This gaming mode will also be introduced on earlier Envy models with an upcoming firmware update, with the newest HDMI 2.1 models offering the most aggressive low latency with VRR input and output.

“Our mission is to push the boundaries of video processing and deliver the ultimate picture quality for our customers, while ensuring it remains user-friendly and intuitive,” said Richard Litofsky, Co-Founder & CEO of madVR Labs. “With the launch of the Envy Core MK2 and MK3 series, we’re excited to usher in the next generation of Envy. These products not only introduce industry-first features like full 48 Gbps HDMI 2.1 input and output but also unlock advanced gaming capabilities,

including VRR and dramatically reduced latency—that our customers have been asking for. Whether for dedicated theaters or multi-purpose rooms, Envy continues to redefine what’s possible in high-end video processing.”

Major New Software Features Across All Envy Models

madVR Labs is also preparing a major software release for Fall 2025 that will introduce powerful new features to all Envy models, past and present. This update brings exciting new features such as Dynamic Subtitle Overlay™ (“DSO”, requires Core Premium for Core owners), already receiving rave reviews from early previews with the press and enthusiasts. DSO seamlessly repositions subtitles into the active image with options to reduce subtitle brightness and size, and even adapts subtitle color to match the scene for harmonious integration.

Additionally, new low-latency gaming modes will be available across all past and current Envy models. VRR support further enhances gameplay responsiveness, with VRR input available on Envy Core MK2 (Core Premium required), Pro MK3, and Extreme MK3, while VRR output is supported on all models manufactured since December 2020 (Core Premium required for Core owners). Also planned are multi-lingual menus that reinforce madVR Labs’ commitment to user-friendly design and global accessibility, with initial support for Chinese, French, German, Hindi, Italian, and Spanish. Finally, DeinterlaceAI™, the world’s first AI deinterlacing in a video processor, breathes life into interlaced sources such as Blu-rays and 1080i broadcast TV, still prevalent in many countries.

Demonstrations and Availability

These next-generation Envy models are planned to start shipping in Fall 2025. The Envy Core MK2 will debut at CEDIA Expo 2025 at the madVR Labs Deep Dive Demo Station (between Sound Rooms 6 & 7), showcasing its exceptional 8K input/output capabilities and new low-latency gaming performance with a PlayStation 5 Pro. The company invites attendees to stop by, meet the team, and experience the Core MK2 video processing and gameplay firsthand. The Envy Extreme MK2 will also be on display at over a dozen partner booths spanning the show floor.

*Pricing is in USD and varies worldwide. Contact your dealer for international pricing.

About madVR Labs, LLC

madVR Labs designs and manufactures state-of-the-art video processors for discerning video enthusiasts and professionals. Known for its Envy line of processors, the company has introduced industry-first features including patented HDR dynamic tone mapping, patent-pending Dynamic Subtitle Overlay™, AI deinterlacing, AI motion interpolation (MotionAI™), instant aspect ratio and subtitle management, next-generation bi-directional Non-Linear Stretch for scope screens and 16:9 TVs without cropping any content, and more. The company has also been recognized on the Inc. 5000 list of Fastest-Growing Private Companies for two consecutive years, underscoring its rapid growth and adoption in nearly 50 countries. For more information, contact Krissy Rushing Tomlin at krissy@risemediastategy.com, visit www.madvrenvy.com, or see the [specifications](#).

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