

madVR Labs Announces the All-new, Budget-Friendly Envy Core Video Processor

Rockville, MD, July 31, 2024—madVR Labs, the industry leader in high-performance video processors for media rooms and home theaters, is proud to announce the latest addition to its award-winning madVR Envy lineup: **The Envy Core**. This new model is half the size, half the weight, and half the price of the Envy Pro MK2—while still delivering the best-in-class, award-winning video processing the Envy is known for.

This affordable model will be unveiled at Audio Advice Live in Raleigh, N.C., August 2-4, where attendees will have the opportunity to experience it in action firsthand. The Envy Core will also be on display at CEDIA 2024. It is expected to begin shipping in Fall 2024, and pre-orders can be placed now at introductory pricing through authorized madVR Envy dealers worldwide.

Unbeatable Price/Performance: At an introductory price in the USA of just \$4,995* through December 31, 2024 (\$5,995* MSRP), the Envy Core delivers exceptional video processing quality in a compact 2U form factor. It offers features and performance that exceed those of higher-priced video processors from other companies, delivering an unheard-of price/performance value. *Pricing varies internationally.

Broad Appeal: The Envy Core makes the highly coveted and acclaimed madVR Envy processing finally accessible to a broader audience. It is ideal for use with more modestly priced TVs and projectors, media rooms, and home theater systems, providing exceptional performance and features when the more advanced Envy Pro MK2 or the reference standard video processing of the Envy Extreme MK2 is outside the budget.

Compact Yet Powerful: The Envy Core measures just 17.25" x 13.5" x 3.5" (2U) and weighs only 20 pounds. This makes it perfect for any media room or home theater setup, especially when space is at a premium, or for mounting behind a TV or in a small cabinet. Despite its compact size, the Envy Core leverages the full power of an Nvidia 4060 GPU and runs ultra cool and quiet, without sacrificing quality.

Feature Unlock and Extended Warranty: The Envy Core delivers the core processing capabilities that the Envy is known and loved for. For those seeking an even more enhanced experience, the aftermarket Core Premium Package is available directly from madVR Labs at the introductory price of just \$995. This adds additional features and enhancements and doubles the warranty to four years from the original purchase date of the Envy Core. This significantly enhances the unit's value by providing lifetime coverage that is fully transferable, including the extended warranty, to a new owner if sold. Compare Envy features and specifications at <https://madvrenvy.com/specs>.

Ease of Use: The Envy Core offers the same outstanding intuitive interface and user-friendly menu system as the Envy Pro and Extreme, making it quick to install and simple to operate.

Firmware Updates and Future Features: Envy Core users will receive regular Envy firmware updates with ongoing improvements and new features. Some advanced future features will be available to those with the Core Premium Package and higher editions, while other advanced future features will be exclusive to the Envy Pro and Envy Extreme.

Warranty and Support: The Envy Core comes with a 2-year warranty on parts and labor, which doubles to 4 years with the purchase of the Core Premium Package. The warranty period starts from the date the Envy Core is purchased. This warranty is backed by the same outstanding service that our customers have come to rely on. Additionally, the free madVR Envy Academy Online training course at <https://madvrenvy.com/academy-online> is first of its kind in the video processing market to help customers quickly master the Envy and understand how to best use it and tailor it to their preferences.

Richard Litofsky, Co-founder & CEO of madVR Labs, expressed his excitement: "We are thrilled to introduce the Envy Core, our more affordable Envy model, which makes our innovative video processing technology accessible to a wider audience. The market has been asking for an affordable option that packs the core functionality from our high-end models, and the Envy Core delivers just that. This launch is a testament to our continual innovation and commitment to providing unparalleled performance and exceptional value to our customers."

Jeff Galea, President and CEO of Boca Tech and Automation, shared his enthusiasm: "We are incredibly excited about the Envy Core. It allows us to bring the unmatched quality of the madVR Envy video processing to more moderately priced media rooms and home theaters. The compact form factor and lower price point are particularly attractive for such installations. The Envy Core is the perfect complement for installations across multiple TVs within a home, while the Envy Extreme MK2 will continue to serve as the centerpiece in the main theater. This addition strengthens our offerings and best meets the diverse needs of our customers."

For more information, please refer to the Envy model comparison at <https://madvrenvy.com/specs> or visit the madVR Labs website at <https://madvrenvy.com>.

About madVR Labs, LLC.

madVR Labs manufactures video processing products to meet the demands of the most discerning and critical video enthusiasts. Its video processors raise the standard 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 provides superior motion interpolation by operating at the per-pixel level with very fine control over the amount of soap opera effect – another industry first for the company (features vary by model).

madVR Labs is committed to developing cutting-edge video processing solutions that deliver unparalleled performance and quality with its Core and MK2 Series. The company's products are designed and manufactured to the highest standards of quality and reliability, backed by industry-leading warranties, including 5-years on the Envy Pro and Extreme MK2—another first in the video processing market. For more information contact sales@madvr.com or visit www.madvrenvy.com.

For press inquiries please contact press@madvr.com.

Follow madVR Labs on [Instagram](#), [YouTube](#), and [LinkedIn](#).

Free in-depth online Envy training – no registration required: <https://madvrenvy.com/academy-online>.

#####