



For immediate release:

madVR Labs Launches the Envy Academy Online Course for Home Theater Industry Professionals and Enthusiasts; Expands Certified for Envy™ Program

Rockville, Maryland, June 20, 2024 – madVR Labs, a leader in cutting-edge video processing technologies, is proud to announce the launch of the Envy Academy Online course, now available to both industry professionals and home theater enthusiasts.

This comprehensive, self-paced course offers an easy and approachable learning experience, delivering in-depth knowledge and practical skills to configure and optimize the madVR Envy video processor for achieving the highest picture quality. The course is available now at madvrenvy.com/academy-online and will soon be released in multiple languages to better serve our global audience.

This new initiative builds on madVR Labs' established Certified for Envy™ program, which certifies products from other leading manufacturers such as HARMAN Luxury Audio, ANTHEM, Trinnov Audio, StormAudio, and Indy Audio Labs, ensuring the highest standards of performance.

Richard Litofsky, Co-founder and CEO of madVR Labs, expressed his enthusiasm for the new initiative, stating, "madVR Labs highly values education and is committed to investing in our dealers' education to help ensure the highest quality support for Envy customers."

Litofsky continued, "By empowering professionals with the knowledge to deliver the best picture quality for high-end home theaters and media rooms, madVR Labs is dedicated to advancing educational standards and practices within the video processing industry. We are also proud to announce that madVR Labs is now a CEDIA CEU Approved Provider, further solidifying our dedication to continuous learning, innovation, and career advancement for industry professionals."

In recognition of madVR Labs' educational initiatives, CEDIA has approved the Envy Academy Online course for CEUs. "We are thrilled to have madVR Labs as a CEDIA CEU Approved Provider," said David Whitney, CEDIA Senior Director of Certification. "The Envy Academy Online Course is an excellent fit for professionals looking to build their knowledge and further enhance their careers."

madVR Labs has a proactive approach to education and makes innovative contributions to the market, providing significant value to industry professionals. The Envy Academy Online course

exemplifies the company's dedication to equipping professionals with the skills needed to enhance their careers and elevate the industry as a whole.

Industry professionals who complete the Envy Academy Online and pass the exam will be recognized as a “Certified for Envy – Product Specialist, Level 1” and will earn 3 CEDIA CEUs.

Looking ahead, madVR Labs plans to offer in-person training classes later this year, providing additional opportunities for hands-on learning and engagement. More information on these upcoming classes will be available soon.

The Envy Academy Online course covers a wide range of topics, from basic setup to advanced optimization techniques, ensuring that participants gain a thorough understanding of the madVR Envy video processor across a broad range of installations, ultimately delivering best-in-class video processing and exceptional picture quality to high-end home theaters and media rooms.

For more information and to enroll in the Envy Academy Online course, visit madvrenvy.com/academy-online.

About madVR Labs, LLC:

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 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.

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. For more information contact sales@madvr.com or visit www.madvrenvy.com.