



FOR IMMEDIATE RELEASE

madVR Labs, LLC. Appoints Momentum Marketing LLC as Sales Representatives for TOLA Market

Rockville, MD, August 1, 2023 - madVR Labs, LLC., the creator of the award-winning madVR Envy video processor, is pleased to announce the appointment of Momentum Marketing LLC as its official sales representatives for the TOLA region (Texas, Oklahoma, Louisiana, and Arkansas).

Momentum Marketing is a leading manufacturer's representative firm, renowned in the industry for representing top-tier Audio/Visual products in the United States. They have a proven track record of dedication to their portfolio of high-end brands, their integration partners, and a strong commitment to delivering exceptional customer satisfaction.

The synergy between Momentum Marketing and madVR Labs is palpable. Products from the luxury brands represented by Momentum, including Barco Residential, Trinnov Audio, Wisdom Audio, and Seymour Screen Excellence are commonly found on projects that utilize the highly innovative madVR Envy. This natural alignment promises to further elevate the home theater and media room experiences for high-end customers in the TOLA region.

"We are proud to be working with a market leader like Momentum," said Richard T. Litofsky, Co-founder & CEO of madVR Labs. "Their commitment to representing top-quality brands, collaborating with high-end integrators, and prioritizing customer satisfaction aligns perfectly with our company values."

Matthew Kahle, Principal of Momentum Marketing, expressed his excitement about the new partnership. "We're thrilled and grateful for the opportunity to elevate our offerings in cutting-edge video processing for the CI (Custom Integration) channel. By incorporating the madVR Envy, consistently recognized as the best and most advanced video processor in the market, into our lineup, we are not only enriching our portfolio but also enabling our clients to deliver extreme video quality to the home cinema market. This fantastic addition reflects the high demand and enthusiasm we've observed for the madVR Envy among the industry's top dealers and discerning A/V enthusiasts."

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

madVR Labs manufactures video processing hardware and software products to meet the demands of the most discerning and critical video enthusiasts. It's best-in-class award-winning madVR Envy Extreme video processor sets the new standard for real-time video processing performance, delivering the ultimate picture quality for end users, while simplifying the installation and support of such systems for the integrator. madVR Labs is the first and only company to use deep neural network AI to produce extreme video processing algorithms, such as its MotionAI™ next-generation motion interpolation, for use with real-time video streams in a standalone hardware product.

About Momentum Marketing LLC (www.momentumsales.net)

Momentum Marketing is a leading manufacturer's rep firm for A/V products in the USA. The firm employs six very experienced outside sales representatives and a full-time SMA (Sales Marketing Administrator). Each with many years of sales, marketing, installation, and training experience in the electronics industry. We strategically place the right sales representative in each territory based on dealer demographic, familiarity of the landscape, and acute understanding of the culture.