

Press Release

madVR Labs Earns Five Prestigious Industry Awards at CEDIA 2023

FOR IMMEDIATE RELEASE

Rockville, MD, September 11, 2023 — madVR Labs, the industry-leading manufacturer of high-performance video processors for high-end home theaters and media rooms, is thrilled to announce that its Envy Extreme MK2 has received an extraordinary five industry awards at CEDIA 2023.

The awards highlight the company's dedication to innovation and excellence in the rapidly evolving field of AI-based video processing for the home theater market.

Full List of Awards:

- CEDIA 2023 Best New Hardware Product Award
- AVS Forum Best in Show Award
- ProjectorCentral.com Best in Show Award
- Sound & Vision CEDIA Editor's Pick Award
- AVS Forum Best in Show Award for the main demo room experience, in conjunction with show partners Trinnov Audio, Ascendo, Kaleidescape, Barco Residential, Seymour-Screen Excellence and Officina Acustica.

Rob Sabin, Editor-in-Chief at ProjectorCentral.com, said "madVR has, in four short years, become a dominant force with its innovative Envy video processors, a fact that's evident by the appearance of the Envy Extreme in about a dozen high-end theater demos at this year's CEDIA."

Sabin also shared his thoughts on the company's groundbreaking MotionAI technology, saying "New this year is Motion AI, a sophisticated alternative to traditional motion interpolation that delivers sharp pans and motion without the soap opera effect."

"We're absolutely thrilled, humbled, and honored by the recognition from these prestigious awards," said Richard Litofsky, Co-founder & CEO of madVR Labs. "Our aim has always been to break new ground in video processing technology for use in home cinema, and these awards affirm that we are on the right path. They are not just a testament to the madVR Labs team, but also to our amazing partners and supportive community who share in this remarkable journey."

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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.