

madVR Labs Earns Prestigious ISF Certification for Envy Video Processors

The Envy sets a new standard as the first and only 4K and 8K video processors awarded ISF Certification

ROCKVILLE, MD — September 2, 2025 — madVR Labs, industry leader in high-performance video processing, and the Imaging Science Foundation (ISF), leader in video calibration standards and training, proudly announce that madVR Labs' award-winning Envy series of video processors has been officially certified by ISF. The Envy is the first and only 4K and 8K video processors to receive ISF certification, underscoring its position as the reference standard for video excellence in home cinema.

ISF certification means the Envy series has undergone an extensive independent evaluation to ensure that its advanced video processing algorithms meet or exceed the industry's most demanding standards for color accuracy, calibration capabilities, and overall picture fidelity. This third-party endorsement confirms that Envy is engineered to deliver the original creative intent of filmmakers and content creators at the highest level.

"We have always been committed to pushing the boundaries of video quality, and achieving ISF certification is a great milestone that further solidifies our mission," said Richard Litofsky, CEO of madVR Labs. "The Imaging Science Foundation is the gold standard for video calibration, and their endorsement provides independent validation to our customers and dealers that the Envy is built for true reference-grade video performance."

Setting the Standard for the Most Advanced Calibration Capabilities

The Envy is the only residential A/V product that supports both massive 1D and 3D LUTs, enabling unprecedented precision in calibration. This includes 4,096-point 1D LUTs and 16.7 million interpolated points in its 3D LUTs—the largest and most sophisticated calibration architecture in the industry. Unique to the Envy, it also provides both a front and back 1D LUT, giving professional calibrators finer control than ever before to achieve unmatched accuracy.

With these capabilities, ISF-certified Envy video processors integrate seamlessly with professional calibration workflows, allowing trained calibrators to optimize every link in the signal chain—from sources through processing to final display. This ensures displays perform to their full potential in any environment, from dedicated theaters to multi-purpose media rooms.

“Our goal at the Imaging Science Foundation has always been to ensure that consumers can enjoy video content as the creators intended,” said Joel Silver, President and Founder of ISF. “The madVR Envy is the first 4K and 8K video processors to achieve our certification, and this is a landmark moment. With its advanced processing and intelligent calibration features, the Envy provides a powerful and accurate tool for achieving reference-level image quality, solidifying its place as a critical component in the highest performance home theater systems.”

With this certification, madVR Labs joins the ranks of other ISF-certified manufacturers including Epson, JVC, Denon, Panasonic, Marantz, Murideo, LG, and Microsoft. For more information, contact Krissy Rushing Tomlin at krissy@risemediastategy.com or visit www.madvrenvy.com. The Envy will also be on display at the CEDIA Expo in over a dozen locations spanning the show floor—contact the company today to book an appointment.

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-based deinterlacing, AI-based 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 in America for two consecutive years, underscoring its rapid growth and adoption in nearly 50 countries.

For more information, visit www.madvrenvy.com.

About the Imaging Science Foundation (ISF)

Founded in 1994 by Joel Silver, the Imaging Science Foundation is dedicated to improving the quality of electronic imaging. ISF establishes standards for video quality, educates industry professionals, and works with manufacturers to ensure that display technologies can reproduce the most accurate images possible—faithful to the creative intent.

