



For immediate release:

## **madVR Labs and HARMAN Luxury Audio Proudly Announce the Addition of the JBL Synthesis and ARCAM Lines to the Certified for Envy™ Program**

Rockville, Maryland, January 27, 2024 – madVR Labs, LLC is delighted to expand our **Certified for Envy™** program by welcoming a renowned name in audio engineering – **HARMAN Luxury Audio**, with their flagship **JBL Synthesis and ARCAM** brand AVRs and AV processors. The JBL Synthesis SDP-75 has been awarded [Platinum Certification](#), with the JBL Synthesis SDP-58, SDR-38, as well as the ARCAM AV41, AVR31, AVR21, and AVR11, achieving [Gold Certification](#). This certification reinforces the program's commitment to endorsing products that meet the highest quality standards for unparalleled video excellence.

This addition underscores the ongoing success of the Certified for Envy™ program, which launched recently and already includes industry leaders such as Trinnov Audio, StormAudio, and Acurus under the program's AVR/AVP category.

**The program category ensures that audio/video products are scrutinized against stringent quality standards set by madVR Labs, delivering lossless, artifact-free video quality and compatibility with the madVR Envy Extreme and Envy Pro video processors**, while also delivering a pure video experience even when used independently of an Envy processor. Consumers and dealers can rest assured that products bearing the Certified for Envy badge are synonymous with video excellence.

Richard Litofsky, Co-founder and CEO of madVR Labs, remarked, “Welcoming globally recognized brands JBL Synthesis and ARCAM to our Certified for Envy™ program marks a significant advancement in our pursuit of video perfection. The certification of these two product lines underscores our commitment to upholding the highest standards of video excellence. We remain steadfast in our mission to purify the audiovisual experience, ensuring that our esteemed customers receive unparalleled video quality for their luxury home theaters and media rooms.

Jim Garrett, Senior Director, Product Strategy and Planning, HARMAN Luxury Audio, stated “Attaining the Gold Certified rating from madVR Labs’ prestigious Certified for Envy program is a significant acknowledgment for our focus on delivering exceptional quality products. We are thrilled to be part of a program that shares our dedication to delivering the highest quality audio and video experiences. We are confident that this collaboration will enhance the user experience by ensuring unmatched quality and performance.”

Certified for Envy products are rigorously tested and confirmed for their stable HDMI handling, compatibility with madVR Envy video processors, and the ability to flawlessly pass-through all standard source device pixel formats, bit depths, resolutions, and frame rates. Each certified product in the AVR/AVP category undergoes over 1,100 meticulous tests to secure certification.

To showcase the exceptional quality of these certified products when used together, **the madVR Envy Extreme will power the video processing at the HARMAN Luxury demo theater at booth 2H100 during the ISE 2024** exhibition in Barcelona, from January 30 to February 2, 2024. With the exceptional JBL Synthesis SDP-58 and SDR-38 powering the audio processing, this showcase is set to offer an unforgettable audio/visual experience.

#### **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](mailto:sales@madvr.com) or visit [www.madvrenvy.com](http://www.madvrenvy.com).

#### **About HARMAN Luxury Audio:**

Headquartered in HARMAN's global center of acoustic engineering in Northridge, California, HARMAN Luxury Audio Group brings together five prestigious brands — JBL, JBL Synthesis, Mark Levinson, Revel, and ARCAM — to offer the most advanced high-performance audio systems with award-winning products including loudspeakers, subwoofers, preamplifiers, amplifiers, turntables, and headphones. From the finest stereo listening to state-of-the-art multichannel home theater systems, HARMAN Luxury Audio Group delivers pure, uncompromised sound. HARMAN Luxury Audio Group is a lifestyle business unit of HARMAN International, a wholly owned subsidiary of Samsung Electronics Co. Ltd.