



## Product News & ISE 2024 Recap

We're thrilled to share product news and the highlights from an exhilarating ISE 2024 show! It was nothing short of a smashing success, providing the perfect platform to connect with both familiar faces and new ones across the industry. From distributors and industry partners to integrators, end-user customers, and A/V enthusiasts, the energy and engagement were truly inspiring.

We were excited to showcase our latest advancements, including new developments with MotionAI, new enhancements in dynamic tone mapping, and much more, setting the stage for an exciting year ahead in A/V innovation.

## Envy Extreme MK2 Wins 2024 Top New Technology Award at ISE

We proud to announce a monumental milestone for the madVR Labs team. The madVR Envy Extreme MK2 has been honored with the prestigious **2024 Top New Technology Award** at ISE 2024! 🏆

This award, spotlighting exceptional products in both commercial and residential markets, underscores our commitment to pioneering revolutionary technologies that empower integrators and enhance client experiences.

A huge thank you to our incredible team, the amazing community, and Emerald Expositions for supporting us on this journey. Here's to pushing boundaries and shaping the future together! 🚀



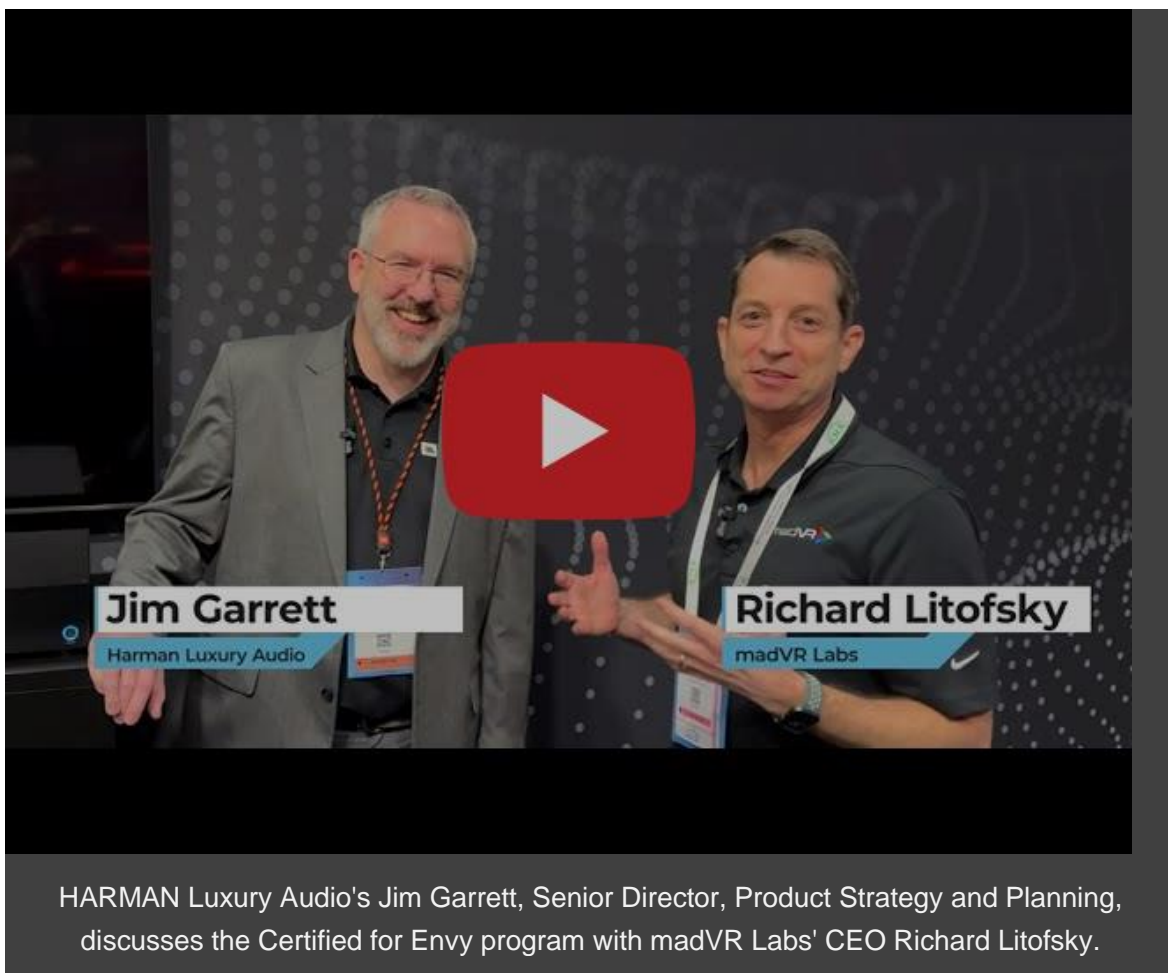
CE Pro Editor-in-Chief Arlen Schweiger presents TNT award to madVR Labs CEO Richard

Litofsky

## HARMAN Luxury Audio Speaks with madVR Labs About Becoming Certified for Envy

Just recently we welcomed HARMAN Luxury Audio into the Certified for Envy program, with the JBL Synthesis and ARCAM lines now Platinum and Gold Certified.

In this video from ISE 2024, HARMAN Luxury Audio's Jim Garrett, Senior Director, Product Strategy and Planning, discussed what becoming certified means to HARMAN.



## **New MotionAI Mode Insane+ Now Available**

We're pleased to announce the launch of a new experimental mode for MotionAI, dubbed Insane+. This cutting-edge feature is tailored exclusively for displays capable of accepting 4K120p input, pushing the boundaries of focus, clarity, and motion handling to unprecedented levels.

Insane+ is particularly ideal for enhancing the visual experience of concerts and similar non-cinematic content, or for anyone who prioritizes superior motion handling over everything else. To experience this new mode, simply choose Experimental Builds from the Envy Extreme Firmware menu and select version 1.7.0.15.

## **Some Top ISE 2024 Photos**

Please enjoy some of our top photos from ISE 2024.



madVR Labs with Trinnov Audio doing pre-show setup and optimization of the Envy Extreme in the Trinnov demo room.







madVR Labs Ryan Charpentier and Richard Litofsky, with Sony's Maxime Lemoine and Antoine LeGal.















madVR Labs with Team Invision UK





madVR Labs dinner on night 2. Note: Video Wall behind us is not using our NLS! ;)

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## Let's Be Social :)

Please join madVR Labs on our official [YouTube](#), [Instagram](#), [LinkedIn](#), and [TikTok](#) social media platforms and follow us there for all things Envy. Now with over 2,000 followers across our social channels - thank you for your interest and support.



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## Quick Links:

- [HARMAN Luxury Audio JBL Synthesis and ARCAM lines now Certified for Envy](#)
- [Secrets of Home Theater Envy Extreme MK2 Full Review](#)
- [ProjectorCentral Envy Extreme MK2 Full Review](#)
- [Learn more about the Envy MK2 Series](#)
- [High-res images of the Envy MK2 Case and Backlit Remote](#)
- [Envy MK2 Series Specification Sheet](#)
- [Envy MK2 Series Product Brochure](#)
- [Envy MK2 Press Release](#)
- [Where To Buy?](#)