

FOR IMMEDIATE RELEASE

madVR Labs, LLC Joins Azione Unlimited as a Vendor Member, Elevating the High-End Home Theater and Media Center Experience

Rockville, MD – March 4, 2024 – madVR Labs, LLC, the pioneering force behind the award-winning madVR Envy video processor, is thrilled to announce it is joining forces with Azione Unlimited, a premier buying group for top A/V integrators and dealers across the USA and Canada. This strategic partnership marks a significant milestone for both entities, promising to enhance the luxury home theater and media room experiences for Azione Unlimited's members and their customers.

Richard Glikes, Founder and Chairman Emeritus of Azione Unlimited, expressed his admiration for madVR Labs' meteoric rise in the A/V industry, stating, "I've rarely seen a brand like madVR Labs redefine a category with such rapidity, innovation and excellence. Within just five years, madVR Labs has established itself as a leader and a luxury brand in video processing for high-end home theaters and media rooms. We've had our sights set on bringing madVR Labs into our fold for quite some time, and I couldn't be more excited for this collaboration to come to fruition."

Echoing this sentiment, Richard Litofsky, Co-founder and CEO of madVR Labs, shared his enthusiasm for joining Azione Unlimited's esteemed program. "We are honored to align with Azione Unlimited, whose leadership in the A/V sector and the high caliber of its members resonate deeply with our own values. The qualities we seek in our dealers and integrators—expertise, reliable support, and top-notch service—are epitomized by Azione's members. With nearly fifty Azione members already esteemed Envy dealers, this partnership feels like a natural progression of our shared goals."

madVR Labs is set to make an impactful debut at the upcoming Azione Unlimited Propagating Partnerships conference, to be held in Orlando, FL, from April 10-12, 2024, at the Hyatt Regency Grand Cypress Resort. David Cesar, madVR Labs' Business Development Manager, will showcase the madVR Envy Extreme MK2 at this exciting event, featuring its best-in-class video processing technologies like proprietary HDR tone mapping, MotionAI, and next-gen non-linear stretch. These technologies are a must for large video wall installations, microLED displays and projectors alike. The Envy Extreme MK2 is sought after for not only maximizing video display potential but also simplifying integration challenges, speeding up installations, and enhancing the dealer's ability to remotely support their customers.

In 2023, the madVR Envy Extreme MK2 was recognized with over a dozen awards, including the prestigious CEDIA 2023 Best New Hardware - Global Award and Best-in-Class Video Processor Award, further solidifying its leadership in the market. The momentum continues in 2024, with several accolades, such as the AVS Forum Top Pick of 2024, and CE Pro's 2024 Top New Technology Award, already under its belt.

Azione Unlimited members will enjoy exceptional sales benefits, including one of the strongest manufacturer referral programs in the industry to drive new business for dealers, alongside exclusive "Envy VIP Nights." These events, hosted by madVR Labs at the dealer's facilities, have proven to instantly drive strong sales for dealers while delivering a highly valued immersive experience for their customers.

madVR Labs will host a webinar along with Azione Unlimited on Wednesday, March 13, 2024, at 3:00PM Eastern time exclusively for Azione Unlimited members. This special event will serve as a comprehensive introduction to madVR Labs, highlighting not only the innovative spirit and vision that drive our company but also the substantial business and technical advantages we bring to our partners. Join us for this immersive experience to discover how doing business with madVR Labs will elevate Azione Unlimited member offerings and benefit their business like never before. Azione Unlimited members should **please mark their calendars now** and look for their webinar information that will be emailed shortly. Please contact sales@madvr.com with any questions.

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 or visit www.madvrenvy.com.

About Azione Unlimited

Azione Unlimited, The Smart Home Association™, is a consortium of leading custom integrators, retailers, and vendors in the United States and Canada. Azione is dedicated to driving success and fostering innovation among its members through education, leadership, and community. As the only association where dealers and vendors are equal members, Azione Unlimited is committed to the long-term prosperity of all its participants.

For further information, please visit azioneunlimited.com.