

FOR IMMEDIATE RELEASE

madVR Labs Launches madAssist™, the A/V Industry's First AI Product Expert for Complex Products

New patent-pending solution gives A/V manufacturers a branded, manufacturer-controlled product expert that answers, guides and acts—24/7

ROCKVILLE, MD — August 31, 2026 — madVR Labs today announced madAssist™, a patent-pending AI Product Expert platform for complex technical products. The first of its kind in the A/V industry, madAssist can answer questions across the full spectrum of customer needs, guide users through expertly designed processes and, when integrated with a supported product, directly analyze and configure it.

Launching now with support for the madVR Envy video processor, madAssist is also available to other A/V manufacturers. It supports customers, dealers, integrators, sales teams and technical support personnel from product research and selection through setup, everyday use, optimization and advanced troubleshooting. Before a purchase, madAssist can also answer detailed compatibility and system-design questions, helping buyers make more informed decisions with greater confidence.

After an exhaustive search of the rapidly expanding market for AI bots and general-purpose platforms, madVR Labs could not find a solution capable of serving as a true expert for complex technical products. Typical chatbots can search documents and generate plausible answers, but they are not designed to combine manufacturer-curated knowledge and support experience with expertly guided walkthroughs, tight messaging control and direct product control and interaction. madVR Labs therefore built madAssist from the ground up.

Each deployment reflects the manufacturer's products, terminology, procedures and business rules. Manufacturers control the branding, voice, key messaging and behavior of their AI Product Expert, with tools to build and refine knowledge, and maintain answer quality while guarding against hallucinations and unpredictable responses.

madAssist makes that expertise available on the customer's timeline. Even the best technical teams are constrained by business hours, time-zone differences, periods of high demand and the relatively few people who possess the deepest product knowledge. madAssist supplements those teams by providing immediate assistance when company experts are unavailable or already helping others.

"We are fortunate to have technical experts who are among the best in our industry, but no human team can be available to every customer and dealer across every time zone, every minute of every day," said Richard Litofsky, Co-founder and CEO of madVR Labs. "madAssist extends their

knowledge and reach so people can get expert help on their own timeline. With the Envy, it goes even further by analyzing the product's configuration, recommending the right settings and, with the user's approval, applying those changes automatically."

A Personal Product Expert for Every Envy

madAssist is available today as a personal Envy product expert, accessible 24/7. Customers and dealers can use it for everything from common questions and feature explanations to complete setup guidance, system-specific recommendations and advanced walkthroughs and troubleshooting. It can account for the display, A/V sources, AVR, system integration and viewing preferences, including whether the user favors a purist presentation or a more enhanced image.

madAssist moves beyond expert guidance to hands-on assistance through its integration with Envy Commander, madVR Labs' upcoming web-based interface for controlling and configuring the Envy. The integration is already operational for authorized participants in Commander's private beta.

Through natural conversation, madAssist can securely connect to an authorized Envy, analyze and explain its current settings, identify potential issues, recommend and apply changes with prior permissions, switch profiles, report firmware status, and download a backup of the complete configuration.

These direct analysis and control capabilities are currently available to customers and dealers participating in the Commander private beta and will become more broadly available as Commander rolls out over the coming months. In a future update, madAssist will also ask about the customer's equipment and viewing preferences and, with the user's permission, automatically perform a complete, expert-level Envy setup tailored to their system and preferences.

"The Envy has always stood out for its best-in-class performance and madVR Labs' rapid pace of innovation, and madAssist takes that innovation in a genuinely new direction," said Julian Scott, Cinema Specialist at Habitech Ltd., the exclusive distributor for the madVR Envy in the United Kingdom. "I've used it extensively over the past few months, and its depth of product knowledge is superb. It helped me isolate and resolve challenging EDID and HDMI 2.1 issues while getting MotionAI dialed in, then produced a clear, client-ready report. I can see madAssist saving dealers and support teams tremendous time while helping them deliver an outstanding customer experience."

Try madAssist now at madassist.madvr.com.

madAssist for A/V Manufacturers

madAssist is also available to A/V manufacturers with complex products. Each receives its own branded deployment, built around its products, knowledge, support experience, workflows, policies and brand voice. Where suitable APIs or control platforms are available, madAssist can also analyze and configure the manufacturer's products, perform authorized actions, verify the result and document the outcome.

madVR Labs is selecting a limited number of initial A/V industry launch partners. Interested manufacturers should contact sales@madvr.com.

See madAssist at CEDIA Expo 2026

madAssist will be demonstrated at CEDIA Expo 2026, September 2–4 at the Colorado Convention Center in Denver, in madVR Labs Booth 2047. Attendees will see it answer both everyday and advanced questions, guide users through setup and troubleshooting, analyze an Envy's configuration, recommend and apply settings through Commander, display each action live through Follow Mode, revert changes after experimentation, and document the outcome.

madVR Labs will also demonstrate patent-pending Dynamic Subtitle Overlay™, which keeps subtitles fully visible and integrates them harmoniously into the image while preserving contrast; MotionAI™, which controls excessive judder and motion blur with extreme clarity on the Envy Extreme; patented HDR Dynamic Tone Mapping; AI-powered image enhancement; instant aspect-ratio management; and the highly popular Envy Core with high-end televisions.

About [madVR Labs](#)

madVR Labs is a worldwide leader in manufacturing 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 deinterlacing, AI 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 for three consecutive years, underscoring its rapid growth and adoption in nearly 50 countries. Visit www.madvrenvy.com to learn more.

Media Contact: press@madvr.com

madAssist for A/V Manufacturers and Launch Partner Inquiries: sales@madvr.com