



Welcome to Our 2024 Year in Review!

As 2024 comes to a close, we're thrilled to reflect on an extraordinary year that we created together with you, our valued partners, customers, and supporters. **From groundbreaking product launches to global recognition**, this year has been nothing short of remarkable.

In this special edition newsletter, we'll highlight some of the biggest milestones, including the launch of the madVR Envy Core, multiple industry awards, the debut of Envy Academy Online, and much more. **Thank you for being an integral part of our journey and helping us achieve incredible success.** We can't wait for you to see what we have planned for you in 2025!

Introduction of the madVR Envy Core

The launch of the madVR Envy Core has been **a game-changer, setting new benchmarks for price-performance and design in home theater and media room video processing.** The Envy Core delivers similar industry-leading video quality as the Envy Extreme MK2 but at a fraction of the cost and size, making world-class home theaters and media rooms more accessible than ever. Additionally, we're finding the Envy Core to be an **end-user favorite to add to their large flatscreen displays!**

Despite our newly expanded production line, demand continues to outstrip supply. We're hard at work trying to close the gap, and orders placed today are expected to ship in March.

Please note that the **introductory pricing is ending in the USA and Canada as planned on December 31, 2024.** Don't wait—secure yours now and experience the ultimate in video excellence.



Watch our CEO introduce the Envy Core, showcasing its physical design and standout functionality in this short walkthrough.

Winning Big: Over a Dozen Awards in 2024

2024 has been a banner year for recognition, with **the madVR Envy Core and Envy Extreme MK2 earning over a dozen prestigious awards**. Highlights include:

- AVS Forum Best of Show, CEDIA 2024: Envy Core.
- ProjectorCentral Best of Show, CEDIA 2024: Envy Core.
- CEPro Best Products of 2024: Envy Core.
- Tech Radar’s Best Indulgent Home Theater Gear of 2024: Envy Extreme MK2.
- AVS Forum Best of Show, CEDIA 2024, Demo Room with madVR Labs' partners: Envy Extreme MK2.
- Envy Extreme MK2 Wins CE Pro 2024 Top Technology Award at ISE 2024.
- Envy Extreme MK2 Earns AVS Forum “Top Choice of 2024” Award.

These accolades reflect the industry's recognition of our commitment to innovation and our mission to redefine home theater and media room video processing.





TNT
TOP NEW TECHNOLOGY
AWARDS@ISE
2024
CEPro | Commercial INTEGRATOR

WEDNESDAY | JANUARY 31
4:40PM - 5:00PM
HDBaseT Alliance booth, #2P500

In collaboration with: Commercial INTEGRATOR

HDBaseT Extended
THE STUDIO

davideo
SINGLE-OPERATOR PRODUCTION STUDIO

CEPro
BEST
PRODUCT
AWARDS 2024
WINNER



madVR Labs Named to the Inc. 5000 List of Fastest Growing Companies in America

This year, madVR Labs was honored to be named to the Inc. 5000 list of fastest-growing privately held companies in America, **ranking 77th in Consumer Products, 1,138th nationally, and 22nd in Maryland, with an impressive 448% growth rate.**

Featured by Inc. Magazine, the country's leading publication for business and entrepreneurship, this achievement reflects our rapid growth and the trust and support of our dealers, integrators, and customers. It's a testament to the hard work of our team and the incredible community that surrounds us. [Click here for more info.](#)



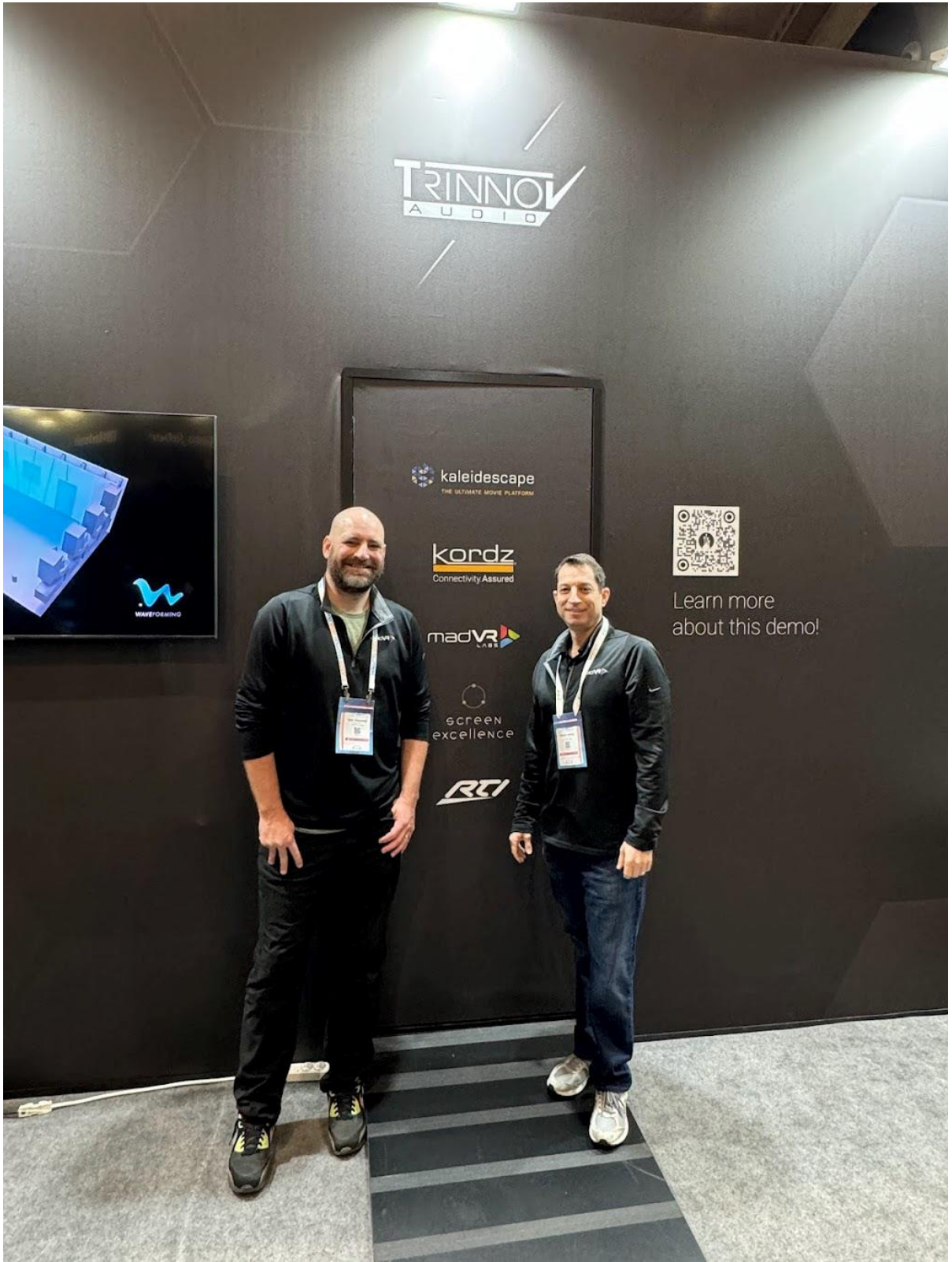
Showcasing Envy at Events Worldwide

In 2024, the madVR Envy was featured at over two dozen major events worldwide, including ISE 2024, CEDIA 2024, and regional shows in Australia, the UK, Italy, Germany, France, and China. From exclusive VIP nights to immersive demo experiences, we brought the magic of Envy to enthusiasts and professionals alike. These events have helped **solidify the Envy as the gold standard** in home theater and media room video processing, creating unforgettable experiences for attendees across the globe.















Envy Academy Online Debuts

In June 2024, we proudly launched the Envy Academy Online, a **free self-paced program designed for dealers, integrators, and enthusiasts**. Hailed as innovative training and very well received in the industry, the Academy is **setting the standard for new training programs** to come from other industry-leading manufacturers.

With lessons covering everything from setup to advanced calibration techniques, the Academy equips you with the knowledge to **unlock the full potential of your Envy system**. Graduates earn CEDIA CEUs and the Certified for Envy - Product Specialist, Level 1 title, further solidifying their expertise. Check it out today at madvrenvy.com/academy-online.



Explore the Envy Academy Online and - our official dealer training - and master the full potential of your Envy system today.

Certified for Envy - Product Specialist Program

Debuting in August 2024, the Certified for Envy - Product Specialist Program has **already certified well over 100 professionals worldwide** and continues to grow rapidly. This program sets the standard for excellence in Envy installation and support, ensuring industry professionals are equipped to deliver the best for their clients. If you're in the A/V industry and would like to join this elite group, email us at [mailto:certify@madvr.com?subject=madVR Envy Certification](mailto:certify@madvr.com?subject=madVR%20Envy%20Certification) to learn more and get started.



Innovations That Keep Giving

This year, we didn't just launch the Envy Core—we also rolled out **major firmware updates for free for all Envy models**. 2024 has been a year of transformative enhancements, with innovations that ensure every Envy unit stays ahead of the curve. Highlights include:

- The official release of [MotionAI](#) for the Envy Extreme MK1 and MK2, revolutionizing motion interpolation for smoother and more natural movement.
- [Direct integration](#) with displays, AVRs, and screen masking systems for seamless control and compatibility.
- 3D luminance boost and desired SDR luminance, delivering optimal brightness control for a tailored viewing experience.
- The introduction of [SmartMenus](#), making navigation and setup easier and more intuitive than ever.
- Support for 12-bit YCbCr 4:2:2 output, unlocking richer color depth and precision for premium displays.

- Further advancements in our highly coveted dynamic tone mapping, refining HDR performance to perfection.

We are hard at work developing **new industry-first innovations for 2025**, continuing our mission to redefine what's possible in home theater.

Expansion of Certified for Envy Programs - AVRs

We've expanded our Certified for Envy - AVRs program, welcoming **ARCAM, JBL Synthesis, and Anthem** to our growing list of Certified for Envy partners, including **Acurus, StormAudio, and Trinnov Audio**. These collaborations ensure seamless compatibility and exceptional performance when paired with the madVR Envy, giving integrators and customers even more options for building the ultimate home theater and media room experience.

New and Revised Integration Guides

At madVR Labs, we're committed to supporting our integrators with **exceptional setup and integration guides**, ensuring seamless installations and optimal performance. These guides are designed to save you time, simplify setup, and provide step-by-step instructions for achieving reference-quality video in every project.

In 2024, we expanded and updated our library of guides to include new and revised resources for the [Barco](#), [EPSON](#), [JVC](#), [Sony](#), and [Christie Digital](#) displays, with more guides coming soon. These updates reflect our dedication to staying ahead of industry advancements and delivering the tools you need for success.

We're proud to provide resources that empower our integrators to **deliver the very best for their clients**. If you haven't already, be sure to check out the latest guides for these displays and see how they can make your next installation even more efficient.

madVR Experience Center

In 2024, we proudly unveiled the madVR Experience Center in Olathe, Kansas, operated by Ascend AV. This state-of-the-art theater showcases **some of the most**

premium equipment and craftsmanship in the industry, including the madVR Envy Extreme MK2 and luxury offerings from our Experience Center partners: **Christie Digital, Ascendo, StormAudio, Trinnov, and Officina Acustica**. Thank you for your continued support—it's a privilege to collaborate with such incredible partners.

We'd also like to extend a big thank you to **Kamron Troy (Insane AV), Tony Kinkade (Home Theater Savants), Todd Sutherland (Sutherland AV), and Geoffrey Heinzel (Ascendo) for their exceptional contributions** to the buildout. Your hard work has been instrumental in bringing this vision to life.

Since its debut, the Experience Center has hosted exclusive events and industry gatherings, providing an unparalleled space to explore the pinnacle of home theater technology. The madVR Experience Center is available for industry manufacturers seeking a premier venue for events or training sessions, as well as professionals and enthusiasts looking to attend such experiences. For inquiries, please email mec@madvr.com.



Popular madVR Envy Videos of 2024

Please enjoy some of these popular videos from 2025:



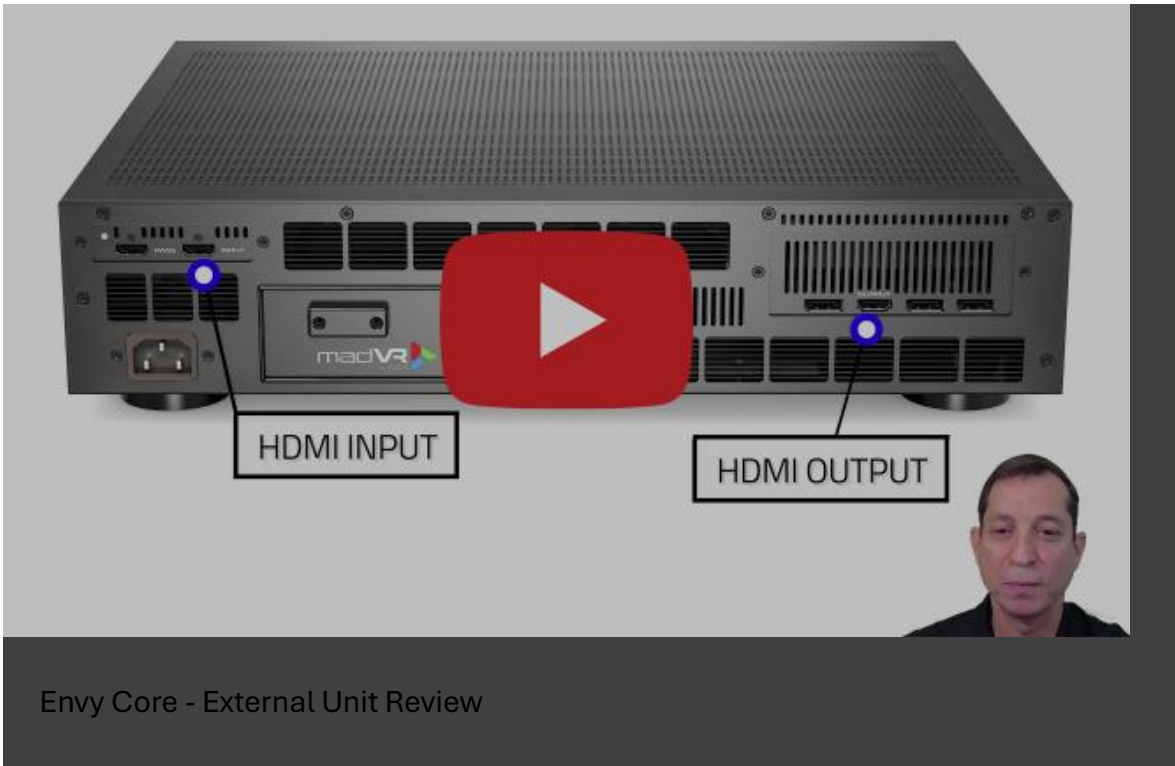
Check out this short clip from our Envy VIP Night with Gramophone, where we demonstrate some of the benefits the Envy Core brings to high-end TV setups.



Watch as we unbox the Envy Extreme MK2 and cover what's in the box.



In this video we unbox the madVR Envy Core - check it out!



These are just a few lessons from the Envy Academy Online. Hop on over and [check out our library of 50 other lessons](#) waiting for you!

EXPLORE THE ENVY ACADEMY ONLINE NOW

We're Hiring—Regional Sales Manager Positions Now Available



As madVR Labs expands to nearly 50 countries worldwide, we remain focused on scaling our operations to continue delivering exceptional service to our customers around the world. Recently, we've made key hires in support and administrative roles and continuing to expand our personnel in 2025.

With demand for the Envy Core soaring, we're actively seeking more talented, dedicated individuals to join our team as Regional Sales Managers within the USA.

If you **proven, extensive experience as a Regional Sales Manager within the A/V industry** and a passion for home theater, this is unique opportunity to take your career to a new level. Send your resume to hr@madvr.com.

Looking Ahead to 2025: A Message from Our CEO

"As we celebrate the achievements of 2024, I want to take a moment to express my heartfelt gratitude to everyone who makes madVR Labs what it is. To my partner and co-founder, Mathias, and our incredible team—both on the front lines and behind the scenes—thank you for your hard work, dedication, and unwavering commitment to excellence.

To our distributors, dealers, integrators, vendors, partners, rep firms, and most of all, our customers—thank you for believing in us, for your passion for our products, and for being the reason we do what we do. We owe everything to you.

Looking ahead, we're excited to build on the success of this past year. From revolutionary breakthroughs in the works to expanding our global reach, we remain committed to pushing boundaries and delivering the absolute best in reference-quality video for home theater.

Wishing everyone a prosperous and Happy New Year filled with health, happiness, and success. Here's to an exciting year ahead in 2025! We can't wait for you to experience what's next."

— Richard Litofsky
Co-founder & CEO



