

Another Incredible ISE – Thank You for an Amazing Show!

ISE 2025 was a resounding success, and we couldn't be more grateful to everyone who visited us in **Barcelona**! We had the privilege of meeting with **hundreds of international distributors and dealers from over 40 countries**, engaging in exciting discussions about the future of home theater and video processing and further expanding our global distribution.

Our **deep dive demo booth** was a major highlight, featuring **two Sony A95L OLED TVs side by side**—one with the **madVR Envy** and one without—so attendees could experience firsthand the dramatic impact of the Envy's **AI-based upscaling, dynamic tone mapping, and MotionAI running at 4K120**. We also showcased **Non-Linear Stretch (NLS)**, demonstrating how it enhances immersion by reducing black bars when watching movies on flat-panel displays.

But that was just the beginning.



Setup Day - The calm before the storm

Envy Powers Some of the Most Spectacular Demos at ISE 2025

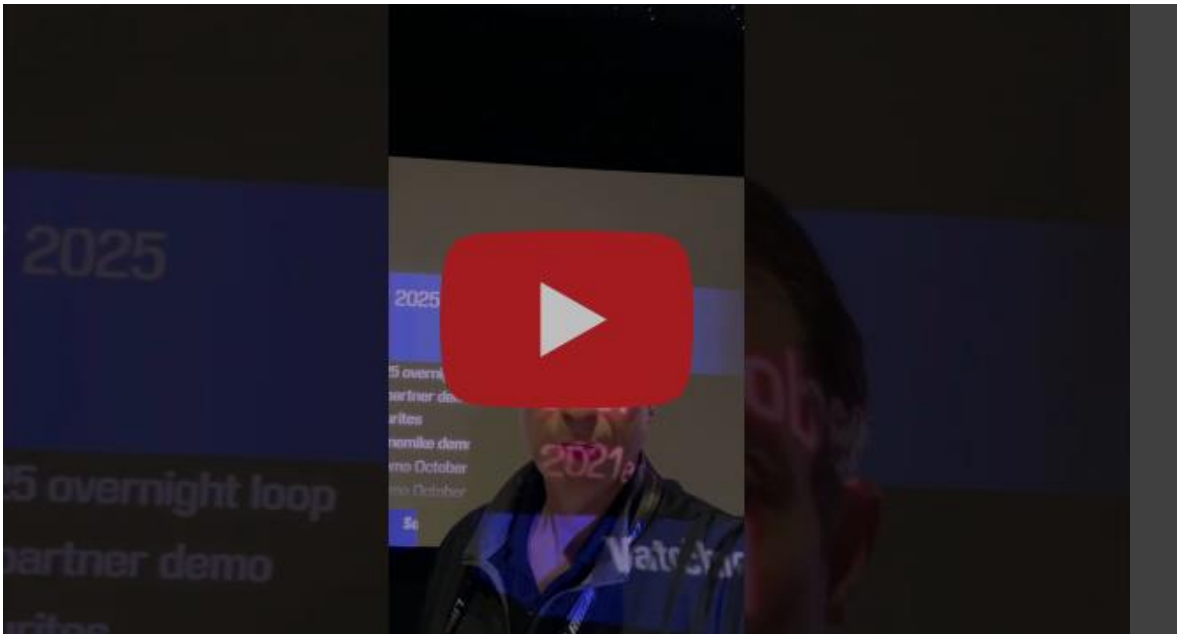
The **madVR Envy** played a critical role in delivering breathtaking video performance across multiple high-profile demos throughout the show:

- In our **main demo theater**, the Envy was paired with the **Barco Nerthus**, providing stunning **brightness on a massive 220" wide (240" diagonal), 2.40:1 screen with a 0.75 gain screen**. The Envy handled all **dynamic tone mapping and video processing**, ensuring unparalleled image accuracy and depth.
- The **Envy Core** was used with the **Barco Heimdall Plus CinemaScope projector**, managing **aspect ratio control and dynamic tone mapping** for a flawless cinematic presentation on a 142" wide 2.40 screen.
- The **Envy Extreme MK2** was showcased with a **167" Barco video wall**, where it handled **dynamic tone mapping and applied MotionAI to reduce motion blur and judder common with all large video walls**, enhancing clarity and fluidity.
- In the **Trinnov Audio demo room**, the Envy worked alongside the **Sony GTZ-380 projector**, delivering **perfect tone mapping and processing** to deliver outstanding picture quality.

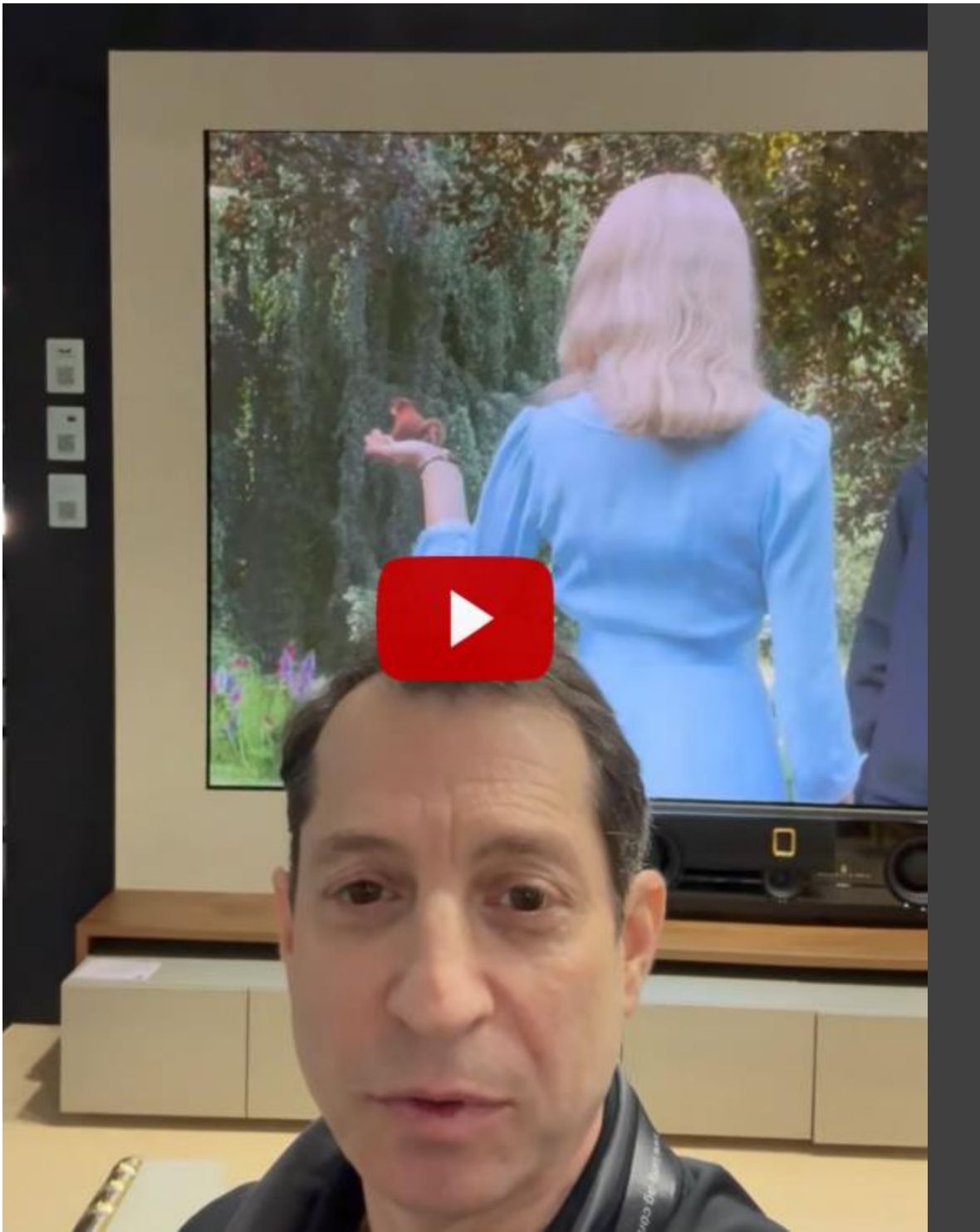
See the video walkthroughs of these setups below!



Overview of madVR Labs main demo theater with Storm Audio, Wisdom Audio, Screen Research, Barco Residential and AcoustiX.



Overview of the Barco Residential demo room the new Heimdall Plus CinemaScope projector and madVR Envy Core.



Barco Residential 167" Video Wall along with the Envy Extreme MK2 and MotionAI.

Envy Core Wins the 2025 CEPro Top New Technology Award

We are thrilled to announce that the **madVR Envy Core** was honored with the **2025 CE Pro Top New Technology Award** at ISE 2025! This award recognizes **the most innovative and forward-thinking products in the industry**, and we are incredibly proud that the Envy Core continues to set the standard for performance and value in high-end video processing.

TNT

TOP NEW TECHNOLOGY

AWARDS@ISE

2025

CEPro Commercial
INTEGRATOR

ENVY CORE 2025 Top New Technology (TNT) Award

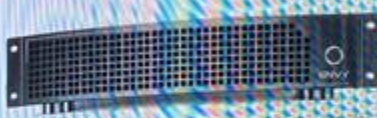


madVR
LABS 

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BEST OF SHOW

Envy Core
madVR Labs, LLC



AV PREAMPLIFIER / PROCESSOR / SWITCHER / AMPLIFIERS

HDBaseT Product Showcase



Exclusive Interview from ISE with our CEO

During the show, **madVR Labs CEO Richard Litofsky** sat down with **Benjamin Davies** to discuss the **madVR Envy Core and Extreme MK2**, how they were showcased at **ISE 2025**, and the benefits they are delivering to customers around the world.

From enhancing flat-panel displays and video walls to optimizing entry-level and high-end projection systems, this conversation highlights how the Envy is transforming home theaters and media rooms. **Wondering what the Envy is all about?** Be sure to tune in for this and more!

Don't miss this exclusive discussion—watch the full interview below!



Relive ISE 2025 – Some Favorite Moments in Photos

We captured some amazing moments throughout the show, and we'd love to share them with you. Enjoy a few of our favorite photos from ISE 2025 below!



167" Barco Video Wall with Envy Extreme MK2 under construction





















[EXPLORE THE ENVY ACADEMY ONLINE TO LEARN MORE](#)

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.
