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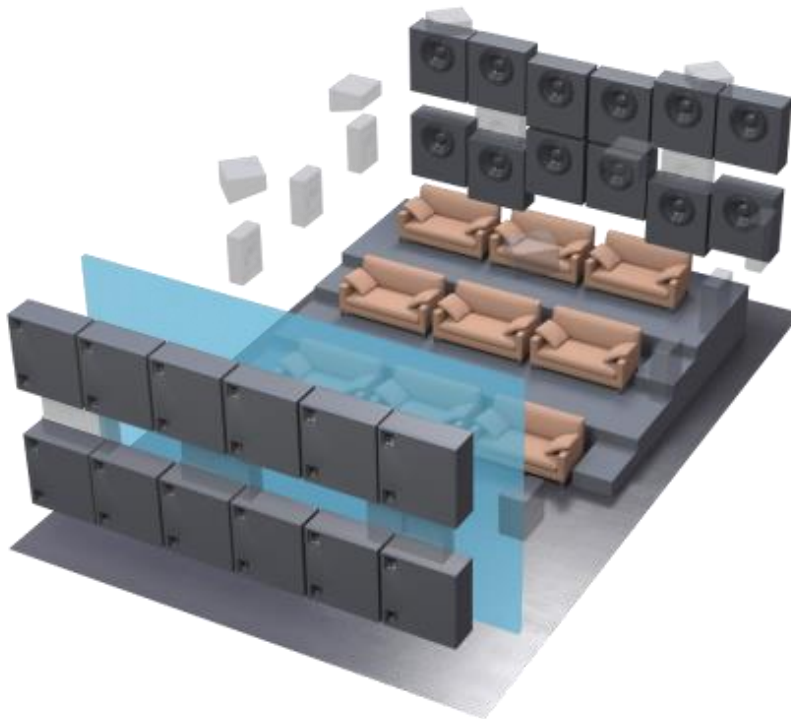


Where To See the Envy Extreme at CEDIA 2023

Discover all the great demo rooms and booth locations where you can experience the magic of the madV Envy Extreme in action at CEDIA 2023!

Envy Partnership - Main Demo Theater (Booth 4233)

We are thrilled to announce our premium location in collaboration with our esteemed show partners Trinnov, Barco Residential, Ascendo, Kaleidescape, Seymour-Screen Excellence, and Officina Acustica at Booth #4233. Here, the Envy Extreme MK2 will once again masterfully power the video processing for the central demonstration room, promising an awe-inspiring experience that you won't want to miss.



The demo room is a carefully integrated showcase of industry-leading audio and visual technologies in a luxurious setting, featuring:

- [madVR Labs](#)' all-new Envy Extreme MK2 video processor will deliver best-in-class dynamic HDR tone mapping, along with the debut of its newest "Dragon Mouth" engine for MotionAI™ – the world's first AI-based motion interpolation in a dedicated video processor. With MotionAI, the Envy Extreme provides an unparalleled cinematic experience, combining the ultimate image clarity and detail with exceptional motion handling, all while preserving the original cinematic look.
- [Trinnov Audio's Altitude³²](#), the unchallenged reference processor for immersive audio systems, is the heart of the system, providing 32+ channels of Atmos processing and the sonic benefits of Trinnov's Loudspeaker/Room Optimizer with WaveForming. The system also includes an Altitude^{48EXT}, which expands the system's capability to 48 channels.
- [Trinnov Audio's Amplitude¹⁶](#) powers the system's ear and height-level loudspeakers on a 3RU chassis, each with a power rating of 200W/channel at 8 ohms and 400W/channel at 4 ohms. Going beyond, the Amplitude¹⁶ can also provide the integrator with the option to bridge any or all pairs of amplifier channels to increase the available power for specific channels. In bridged mode, the output increases to 800W/channel at 8 ohms and over 1,000W/channel at 4 ohms.
- [Ascendo Immersive Audio](#) (AIA) will utilize their active subwoofers in the first-ever-heard-at-CEDIA infrasonic bass reproduction and demonstration of Trinnov's WaveForming technology, powered by 120kW of ASCENDO DSP/Amplification. Completing the system, their coaxial point source loudspeakers on all channels combine high resolution, high sensitivity, and power handling with low distortion for a powerful, fully immersive experience at every seat.

- [Kaleidescape's](#) Terra movie server and Strato-C movie player will deliver the unparalleled, reference quality images and lossless sound that make it the industry's leader for luxury home theater.
- A 9,000 lumen [Barco](#) Njord CS laser projector is capable of up to 9,000 ANSI Lumens with 5K UHD resolution. Built around a high-capacity 2.37:1 aspect ratio 3-chip DLP engine, this projector has the power to illuminate large Cinemascope screens, delivering an unbelievably bright and detailed image with spectacular color fidelity for the most demanding clients.
- [Seymour-Screen Excellence](#) brings best practices in both video and audio. A cinematic size and proper location, combined with the acoustic best practices of enabling the audio to be perfectly matched and located like the mastering studios, ensure there is no compromise in the experience. The Enlightor-Neo is the only acoustically transparent screen material with no minimal seating distance, audibly flat frequency response, and ability to resolve interpixel details.
- The room was designed and built by [Officina Acustica](#). Their modular fully custom Acoustic Interior Design system seamlessly integrates the best possible acoustics with stunning Italian interior design. Handcrafted in Italy, then built at the show in three days, Acoustic Interior Design is the fastest and most predictable way to build the world's best private cinemas and screening rooms.

madVR Labs Deep-Dive Demo Station (Booth 4233)

Adjacent to this central showcase, you'll find our specialized Deep-dive Demo Station, the venue for all our scheduled appointments. The demo station will use the remarkable 83" Sony flat panel ([83A80L](#)). This latest addition replaces the prestigious A90K and boasts impressive CI features such as embedded speaker terminals in the TV that can act as a center channel.

Witness our revolutionary MotionAI technology in action, a game-changer that elevates the home cinema experience to unparalleled heights. Also discover the

latest advancements in our best-in-class processing, such as dynamic tone mapping, instant aspect ratio detection, cutting-edge non-linear stretching, sophisticated subtitle management, and much more.

Come meet several members of the madVR Labs USA team who are ready to greet you, including:

- **David Cesar**, Business Development Manager, who joined recently from Savant, where he was the Director of Sales.
- **Sammie Prescott, Jr.**, Systems Support Analyst.
- **Joey Peacock**, Senior Sales Manager.
- **Ryan Charpentier**, Head of Training and Support.
- **Howard Leibowitz**, Global Sales Director.
- **Richard Litofsky**, Co-founder & CEO.

We would love to meet you at CEDIA! If you are an A/V professional, we highly recommend booking an appointment. Although all slots are overbooked, please reply to this message to inquire about an appointment, and we'll find a way to make it work. Or, if you are not attending CEDIA, ask about getting a demo. If you are an end-user who would like to visit us at CEDIA, you are welcome to stop by our booth at any time - we look forward to meeting you.

Envy Extreme with StormAudio, Seymour-Screen Excellence, Grimani Systems and RowOne Entertainment Seating (Demo Room 10)

Seymour-Screen Excellence, Grimani Systems and RowOne Entertainment Seating will debut the first-ever fully digital AES67 Audio-over-IP (AoIP) demo at CEDIA. Gear: StormAudio ISP Evo 32 AoIP, Barco Njord, Grimani Systems 3 x Rixos-XL, 8 x Rixos-M, 6 x Rixos-WD+, 2 x IS21 21" infrasonic subwoofers, and 4 x Psi 13.5" subwoofers in an Atmos 11.6.6 layout. The video processing will be powered by the Envy Extreme, paired with a Barco Njord on a 162" Seymour-

Screen Excellence Enlightor-Neo 4K HDR with ART 4-way masking system. The masking will be automated using Envy IP Control and Control4.

Envy Extreme with Alcons Audio, ZENZARU Walter Fortmüller, Absolute Ultimate AV, Christie Digital, and Dreamscreen (Demo Room 9)

This room features audio equipment from Alcons Audio in an 11.x.6 layout with a 4x4 double bass array tuned by ZENZARU Walter Fortmüller. The audio processing will be handled by the Trinnov Altitude32 and use its new Waveforming technology. The video processing will be powered by the Envy Extreme, paired with a Christie Griffyn AS provided by Absolute Ultimate AV, projecting onto a 137" Dreamscreen Ultraweave Studio X1 screen.

Envy Extreme MK2 with Barco Residential Bifrost 16-FOOT 2.37 AR Video Wall (Booth 3901)

This setup will feature the Envy Extreme MK2 paired with the all-new Barco Residential Bifrost video wall that's 16 feet wide with a 2.37 aspect ratio. The Bifrost uses TruePix, Barco's new generation of Direct LED view technology. The 27.5" inch tiles with a 16:9 aspect ratio range from 0.9mm to 1.5mm pixel pitch are used to create dedicated walls in 16:9 and 2.37:1 aspect ratios. TruePix brings content to life as intended and ensures predictable, truly seamless visualization, based on smart engineering and the company's next-generation Infinipix® gen2 image processing platform.

Envy Extreme with L-Acoustics Creations, Kaleidescape, Stewart Filmscreen, Barco Residential, and OdySound (Booth 4316)

L-Acoustics Creations will use its brand new integrated products—Soka, X4r, SB6r & SB10r—showcased in a recessed format to demonstrate how concert-grade loudspeakers can be integrated seamlessly into any private architectural interiors, whether on land or at sea. Their 7.1.4 Listening Lounge, all powered by a single LA7.16i amplified controller, will feature their concert-grade loudspeakers for a powerful immersive experience. The system will use a StormAudio MK2 16, along

with 3x X8, 8x X4i speakers and 2x Syva Subs. The video processing will be powered by the Envy Extreme, paired with a Barco Njord, projecting onto a Stewart Filmscreen Harmony G2 120 screen.

The Envy Extreme will also be used in several other demo rooms and setups, including:

- **Sony** will use the Envy Extreme MK2 with their **GTZ-380** in Demo Room 605.
- **Screen Innovations** will use the Envy Extreme with a **Barco Njord**, projecting onto a 150" Slate 1.2 gain AT 2.40 screen in Booth 1832.
- **Planar** will use the Envy Extreme on their flagship **DirectLight Ultra 136"** 3840x2160, 0.7mm pitch, Micro LED wall in Booth 1501.
- **Procella Audio** will use the Envy Extreme in their Booth 4330, where they will introduce their first processor/receiver - the AVR1680 and demonstrate their speakers purposefully designed for immersive high-resolution music and film soundtracks and a 115 dB+ dynamic range.

We look forward to seeing you at CEDIA 2023!

madVR Envy Extreme MK2 - A Finalist for CEDIA 2023 "Best Global Product" Award

We are thrilled to announce that our madVR Envy Extreme MK2 has been named a finalist for the CEDIA 2023 **Best Global Product Award!** The winners will be unveiled at the America's Awards show on Friday, September 8th at CEDIA. Being recognized among such prestigious and innovative luxury brands is truly an honor.

We couldn't be prouder of our team and the groundbreaking Envy Extreme MK2.



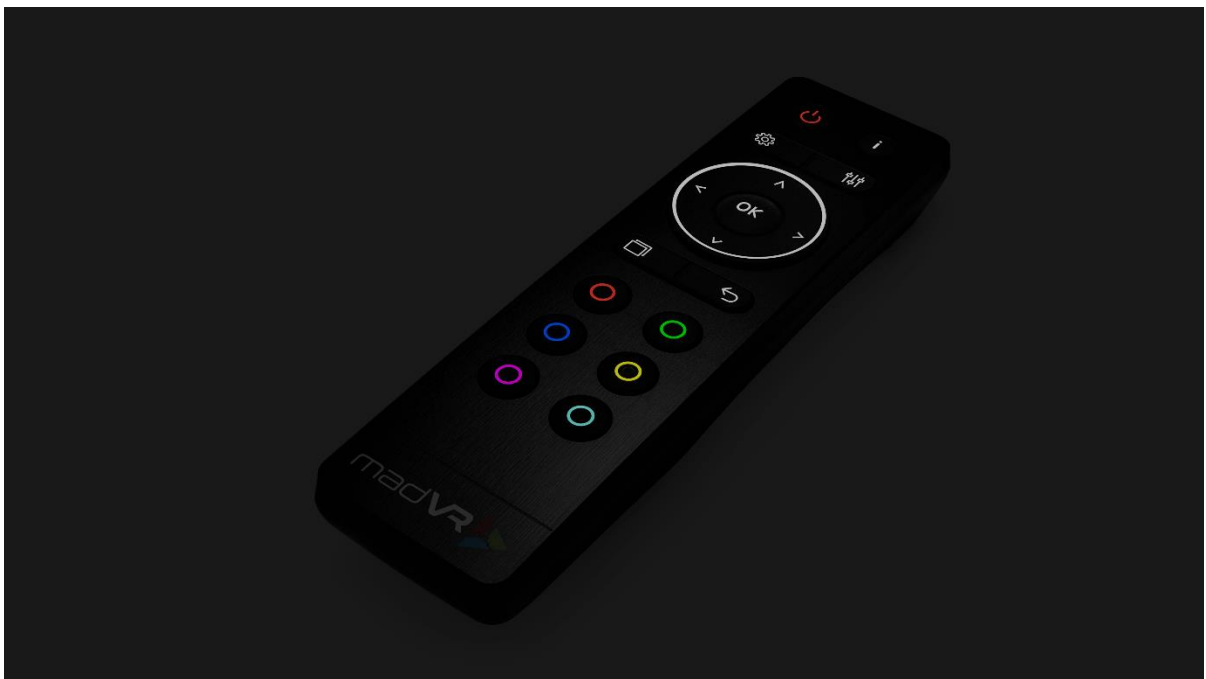
[Learn about our new MotionAI Technology](#)

MOTION AI ON MOTION AI OFF

New! Watch as Michael Stevens and Richard Litofsky discuss and demonstrate MotionAI







View high-res images of the MK2 case and backlit remote (coming soon)

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.



[Find An Authorized Envy Dealer Near You](#)

Quick Links:

- [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?](#)