

# madVR LABS



## Discover the madVR Envy

The award-winning madVR Envy uses our patent-pending video processing to deliver the ultimate picture quality in your dedicated home theater.



"Everything is fantastic with my Envy. The picture is beautiful, the upscaling is amazing, and like I've stated before, it's the most important piece of equipment in my home theater. I honestly can't wait to be able to have people over again for movie night and show it off."

- Jon G.



## HDR Dynamic Tone Mapping

madVR Labs pioneered dynamic frame by frame HDR Dynamic Tone Mapping. Our patent-pending DTM 2.0 analyzes every frame in real-time to optimize every single pixel. That's a half billion pixels per second at 4K60. Our proprietary Highlight Recovery, Contrast Recovery and Shadow Detail Recovery provide an image so stunning you will be addicted at first sight. Finally, you can enjoy HDR movies and shows at home like never before possible, just as the director intended.

## Instant Aspect Ratio Detection and Geometry Control

Envy detects every single aspect ratio and instantly adjusts the image to exactly fit your screen, regardless of its AR and the AR of the movie, even as it changes back and forth. Our unrivaled auto AR control finally rids you of those pesky black bars once and for all. The Envy Extreme also features advanced geometry correction, great for removing a-lens barrel distortion, fitting curved screens, advanced architectural installations, and more.

## 4K / 5K / 8K Upscaling & Sharpening

Envy uses proprietary machine learning algorithms to provide unrivaled 4K, 5K and 8K upscaling and anamorphic stretch. It also provides the highest quality chroma upscaling (4:2:0->4:4:4) and can automatically reverse certain damaging chroma upscaling used by source players to then perfectly apply its superior chroma upscaling.



## 8K and HDMI 2.1 Support

The Envy Extreme supports 8K HDMI 2.1 output, with full 48 Gbps HDCP 2.3 support. This makes Envy the first and only stand-alone video processor to offer these advanced capabilities. Our modern-day hardware platform ensures you'll enjoy the Envy for many years to come.

## Highly Accurate Calibrations

Envy enables incredibly accurate calibrations by supporting massive 256-point 3D LUTs, and 4,096 point 1D LUTs, without any loss of measurement data and precision, unlike with other processors. This translates to 16.7 million points of accuracy, compared to less than 5,000 points with others. Envy integrates with calibration products including ColourSpace, Calman, and more.

## Image Enhancements

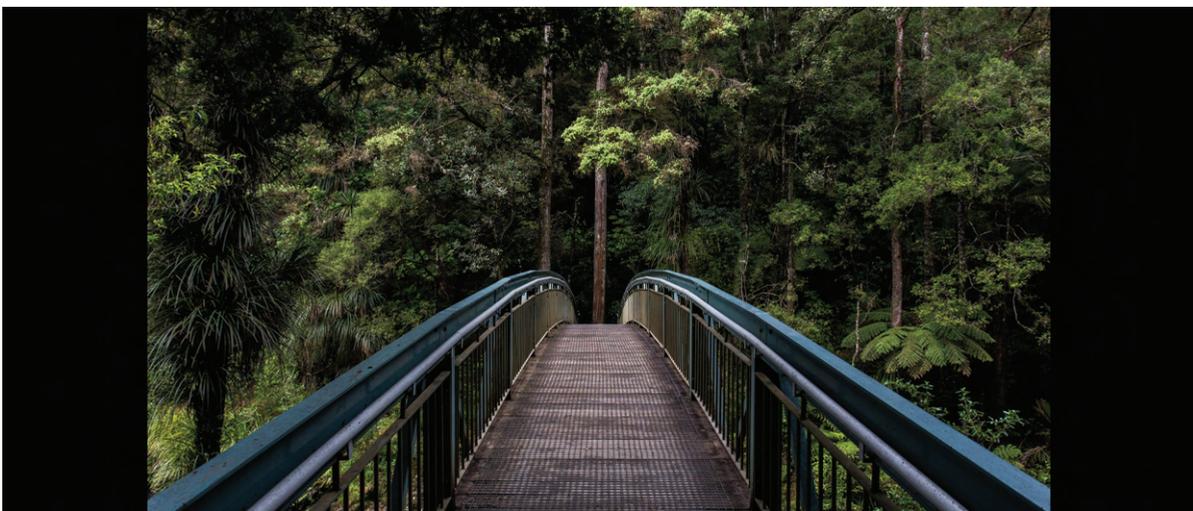
Envy provides the highest quality algorithms to remove compression artifacts and mosquito noise, as well as de-banding to remove 8-bit banding artifacts. Many other favorite tweaks for image enhancements are also available to remove or add grain, sharpen edges, remove ringing, and more.

# Instant Aspect Ratio Handling

Finally, your projector lens can now always remain in same position, regardless of the movie AR, thanks to Envy's *instant* AR handling. This works even when the AR changes within the same movie, as shown below.



*Projector is zoomed to fill the screen for scope content*



*Envy still perfectly fits 16:9 content, without changing the lens zoom!*

# Non-linear Stretch (NLS+)

Envy can fit any aspect ratio image to fill any aspect ratio screen, removing those pesky black bars once and for all! Our non-linear stretch uses both horizontal expansion and vertical compression - an industry first! NLS takes your level of immersion to new heights!



*Image courtesy of Spears and Munsil*

*Without Envy: Original 16:9 image with pesky black bars*



*With Envy: Image fills the entire screen, taking your immersion to a whole new level!*

# Subtitle Management

## Subtitles Without Envy

Without Envy you're forced to watch scope movies with big black bars to see subtitles. Otherwise, if you zoom out for scope as usual, your subtitles will be on the wall.



Screen Wall

*Without Envy: You must watch with a much smaller image.*



Screen Wall

**Subtitles wind up on your wall!**

*Otherwise subtitles wind up on your wall!*

## Subtitles With Envy

When no subtitles are present, enjoy the image filling your entire screen. Then when subtitles appear, Envy automatically brings back the minimal black bars needed to fit the subtitles!



Screen Wall

*With Envy: Enjoy the movie at full screen when no subtitles are present.*



Screen Wall

*Envy makes room for the subtitles only when they appear, maximizing immersion!*

# Take your home theater to new heights!

Enjoy the most dramatic yet highly accurate 4K HDR dynamic tone mapping, instant aspect ratio detection, subtitle management for scope screens, and non-linear stretch unlike anything you've ever seen. The Envy also offers unrivaled 4K upscaling, specialized sharpening and detail enhancement, 3D and 1D LUT calibration with unprecedented precision, and much more. The Envy is the first and only dedicated video processor to use machine learning algorithms with real-time video streams, taking your video quality to a whole new level. Talk to your dealer to learn why video professionals and their customers around the world love the madVR Envy.



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## Testimonials

"I can't believe how easy it went. All I can say is...incredible! The picture is just stunning — the color, contrast and image brightness is just perfect. Thanks to you all for such a great, easy to use product. It's actually making my system even less hands on."

– Mark J.

"The Envy is incredible!! I played around with it and it does wonders on everything I played. The best purchase I've made for my home theater to date!! It is so impressive and has breathed entirely new life in my projector. I'm also amazed at how plug and play it is to set up, and how easy it is to use. You guys have really knocked it out of the park."

– Landon C.

"I can say with 100 percent certainty that the Envy is truly amazing. It has totally transformed the experience in our demo theater. Every movie looks incredibly immersive and now I need to go back and watch some of my favorite titles to see the extra detail."

– Kris K.