Introducing madVR Envy

"Envy is the best DTM algorithm I've seen for hitting a cinematically accurate look. Among other things, it fixes the dreaded 'Blu-ray looks better than my 4K HDR version' comment many of us have heard from customers."

– John Bishop, b/a/s/ Home Cinema

madVR LABS

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Rev 1.3

About Us

Mission:

Our mission is to use disruptive video processing technology to create the ultimate cinema visual experience on the planet. No one is dedicated to squeezing every single pixel to its extreme potential like us. Every pixel counts.

Our Products:

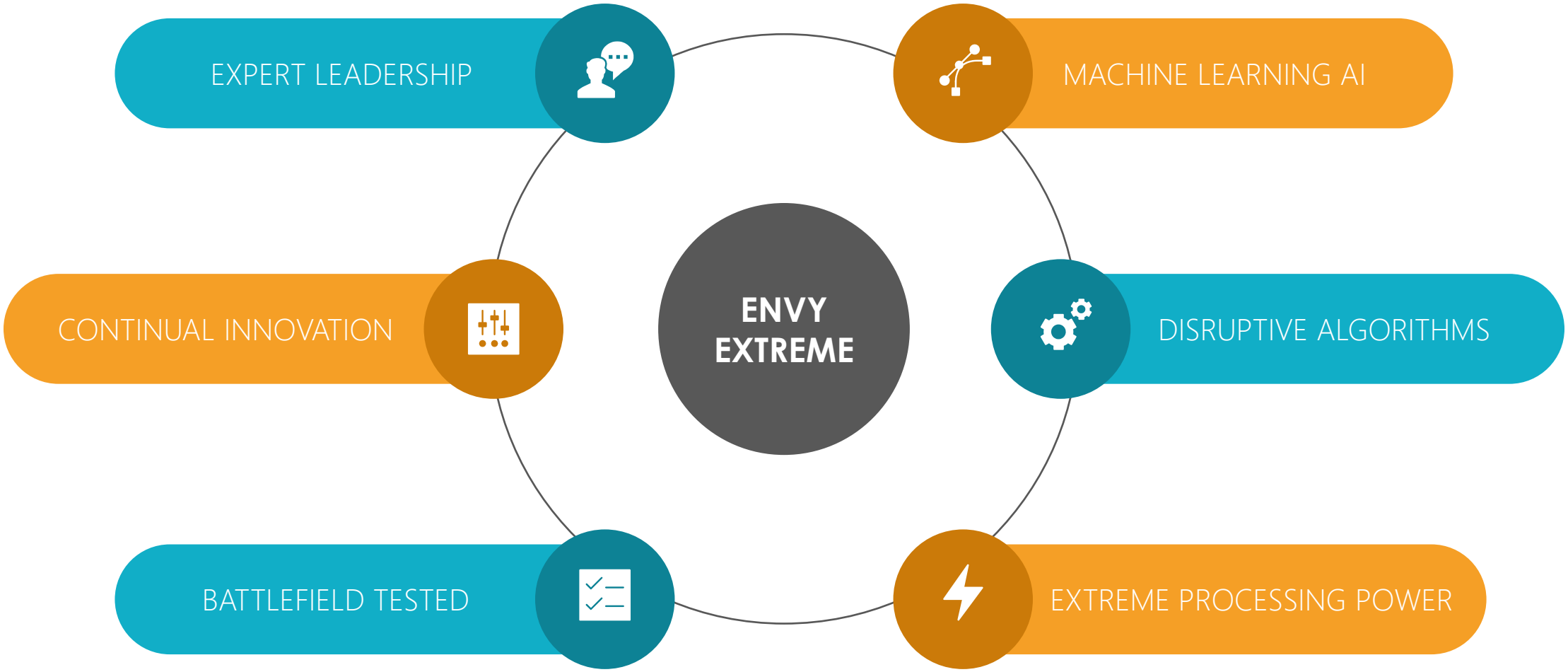
We make extreme video products to meet the demands of the most critical video enthusiasts. Our products are the result of over ten years of extensive R & D, with hundreds of thousands of madVR users world-wide.

Our Founders:

Richard T. Litofsky, Co-founder and CEO: As a visionary leader, serial entrepreneur, speaker, and CEO, Mr. Litofsky has nearly 30 years of experience building successful companies in the technology space. His areas of expertise and focus include mobile and cloud computing, SaaS, enterprise software, computer hardware, and video processing.

Mathias Rauen, Co-founder and CPO: As our Chief Product Officer, Mr. Rauen is the madScientist and mastermind behind madVR and our proprietary, machine leaning neural network algorithms. He is the passionate thought-leader and inventor of madVR, and has dedicated the past decade of his career obsessing on how to make every pixel count.

What Makes Us Different?



madVR Envy Highlights

4K HDR Dynamic Tone Mapping

Our patent-pending DTM analyzes every frame in real-time - nearly a half billion pixels per second. Includes our Highlight Recovery, Contrast Recovery and more to delivery the best HDR in home cinema.

4K Upscaling & Sharpening

Envy uses machine learning algorithms to provide unrivaled 4K upscaling and anamorphic stretch. It also offers the highest quality chroma upscaling (4:2:0->4:4:4).

Auto Aspect Ratio Control

Our aspect ratio control instantly adjusts the image to always fit the screen perfectly and is the fastest and most accurate available. Rid yourself of those pesky black bars once and for all.

Most accurate Calibration

Envy provides more than double the amount of calibration points externally and fifty times larger internally than other processors. This provides the most accurate calibration possible.

Easy to use, and fully upgradable

Envy takes less than 5 minutes to setup and is simple to use. Our modern hardware platform is also upgradable to ensure you will enjoy the product far into the future.

(Envy Extreme)

madVR Envy Hardware

Image courtesy of Avbuzz.com

madVR Envy Hardware

Image courtesy of Avbuzz.com

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madVR Envy – Installation and Support

Fast to install

1. Connect HDMI input and output

2. Enter peak brightness value

3. Configure display and perform optional 3D LUT calibration in Envy

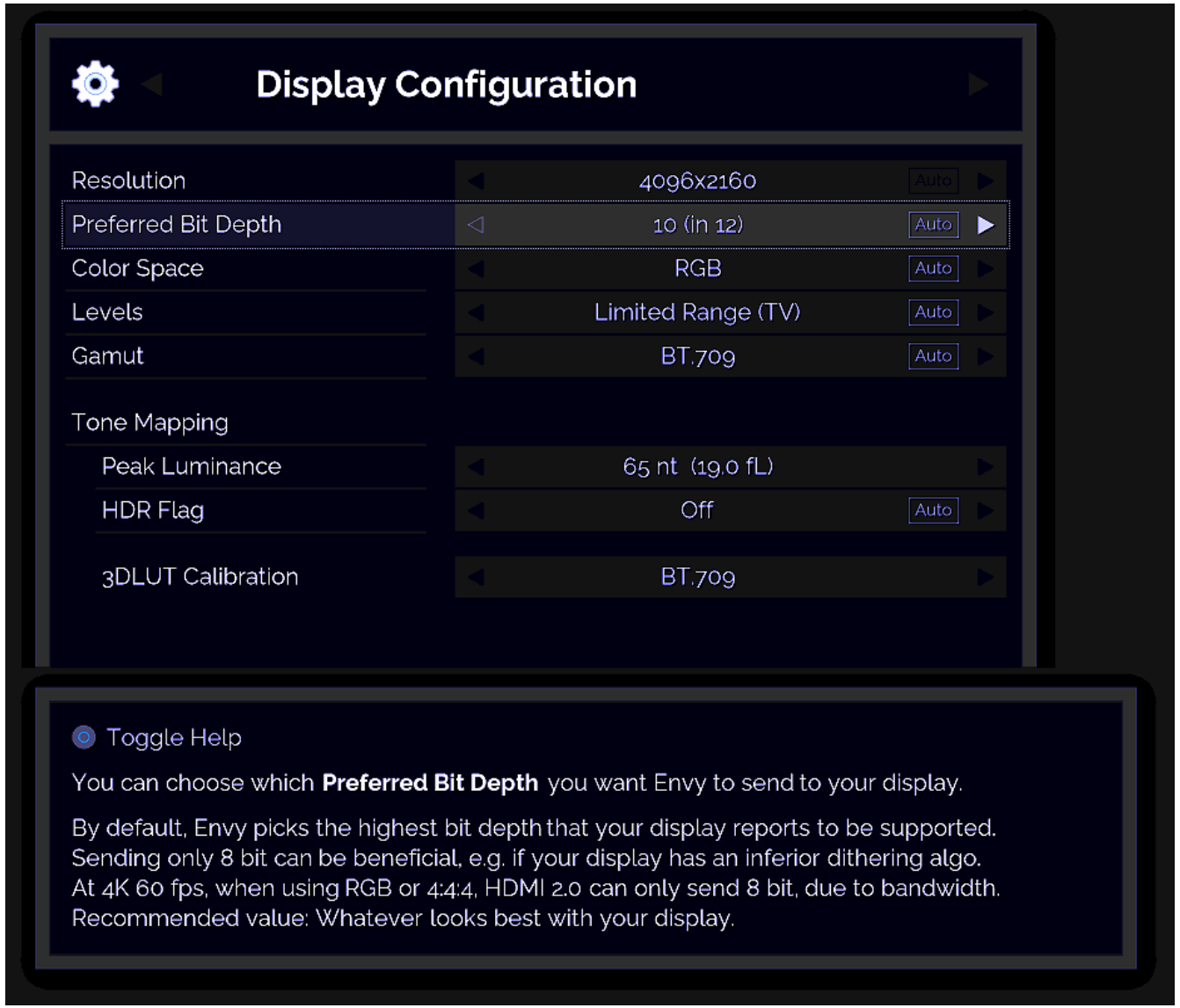
Easy to support

1. Automatic updates with easy rollback, if ever needed.

2. Automatic daily backup of settings

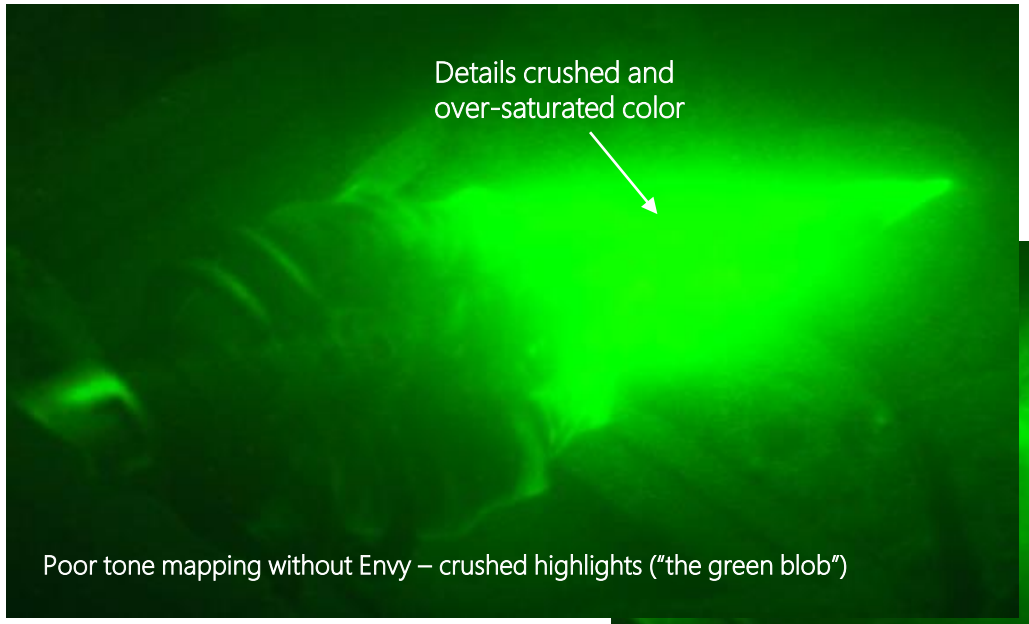
3. Dealer remote access - just like being in the theater with your client

madVR Envy – Intuitive and Modern OSD

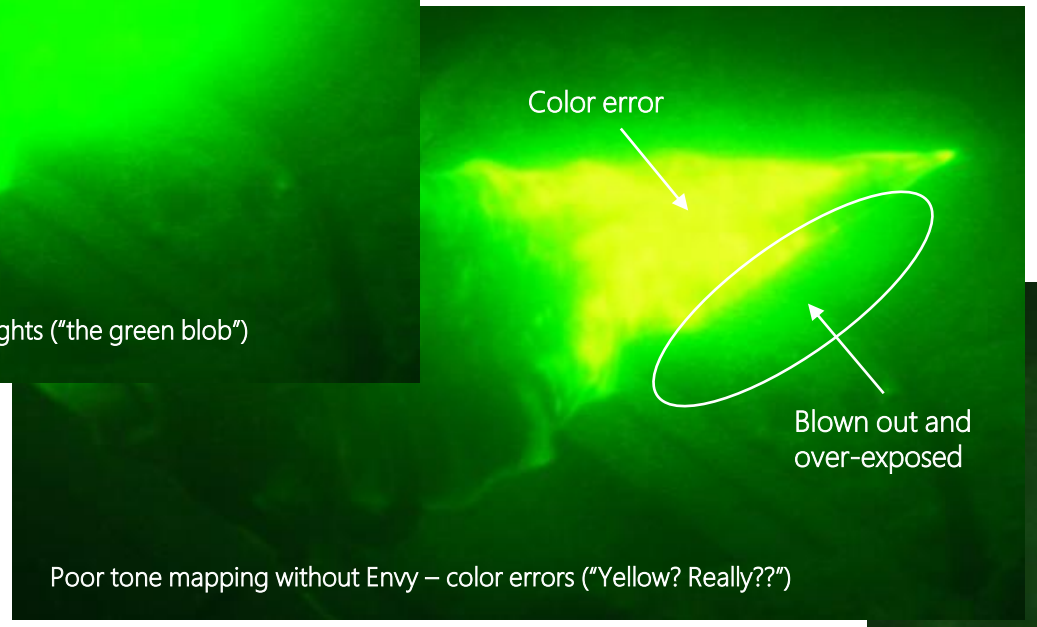


Dynamic Tone Mapping – Example 1

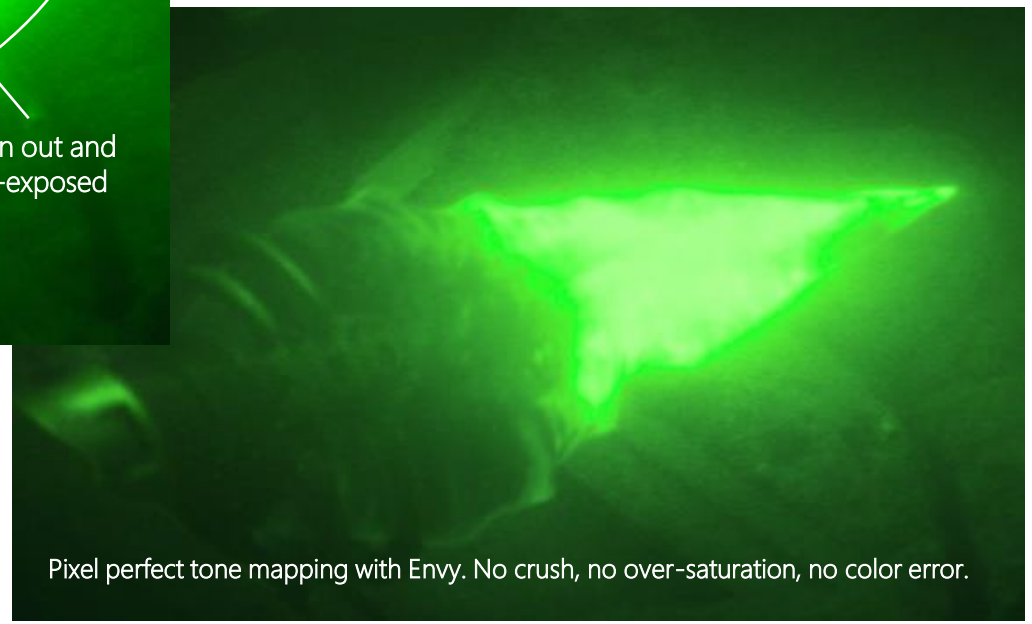
These HDR images show just one of many ways in which Envy's dynamic tone mapping stands alone.



Poor tone mapping without Envy – crushed highlights ("the green blob")



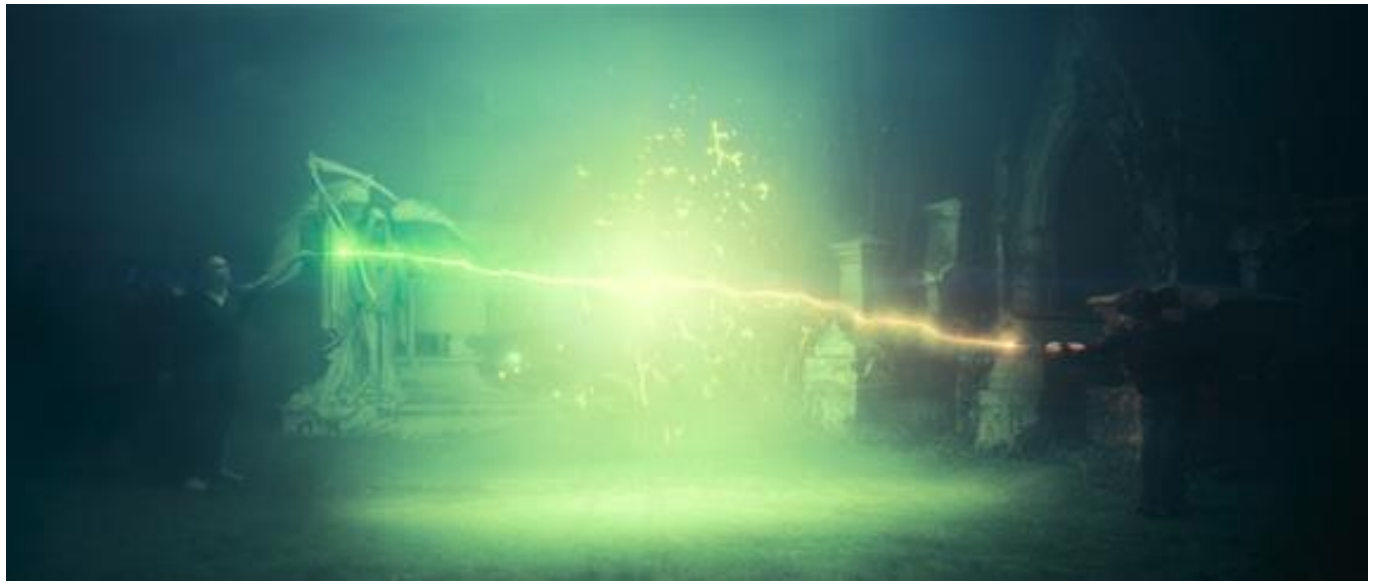
Poor tone mapping without Envy – color errors ("Yellow? Really??")



Pixel perfect tone mapping with Envy. No crush, no over-saturation, no color error.

Dynamic Tone Mapping – Example 2

Without Envy



With Envy

Dynamic Tone Mapping – Example 3

1. Ambulance orange light and blue background are undersaturated. Ambulance is too bright.
2. Lost contrast and detail.
3. Greyed-out license plate. Light to the right of the license plate is white instead of yellow.
4. Face brightness.
5. Significant loss of detail including "trim" of the headlights.

Without Envy

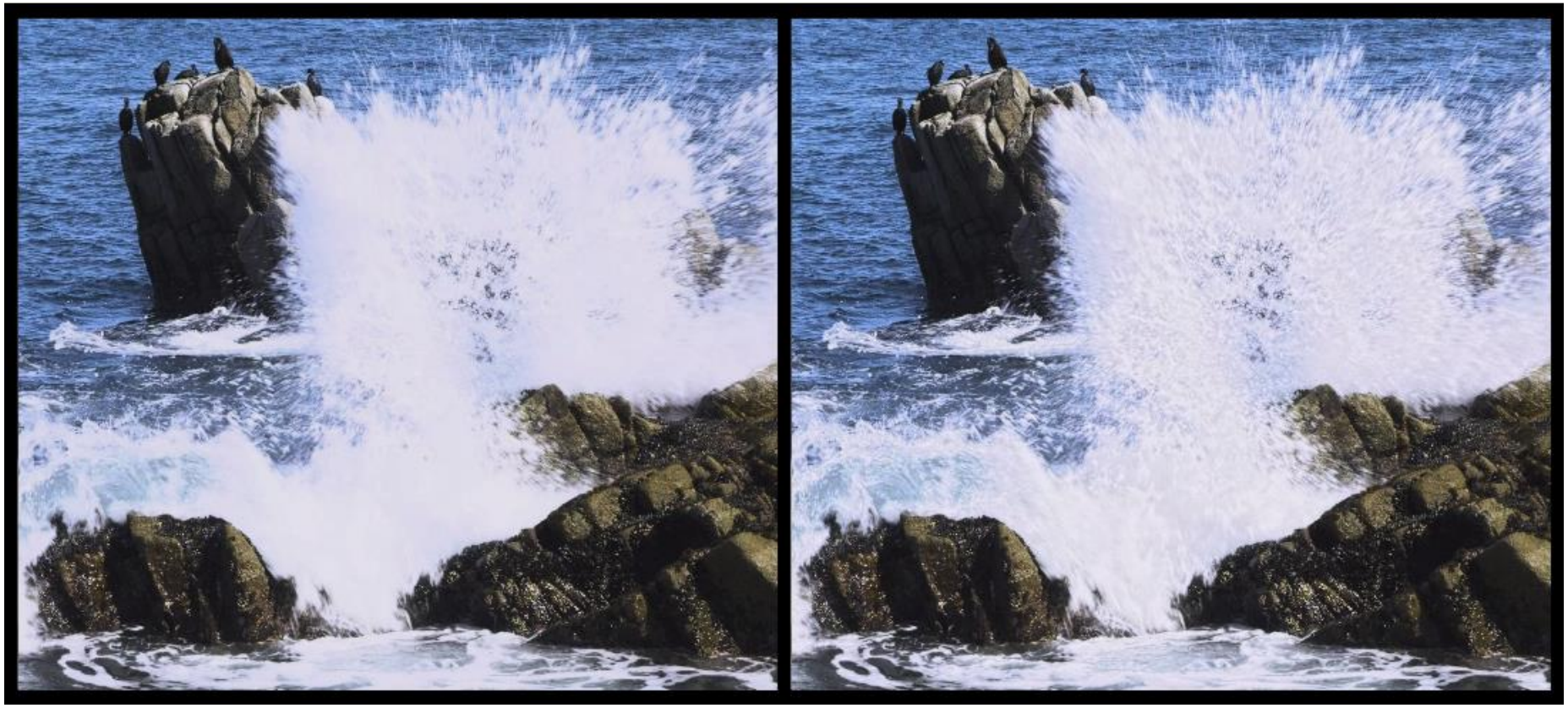
With Envy

Dynamic Tone Mapping – Example 4

Without Envy

With Envy

Dynamic Tone Mapping – Example 5

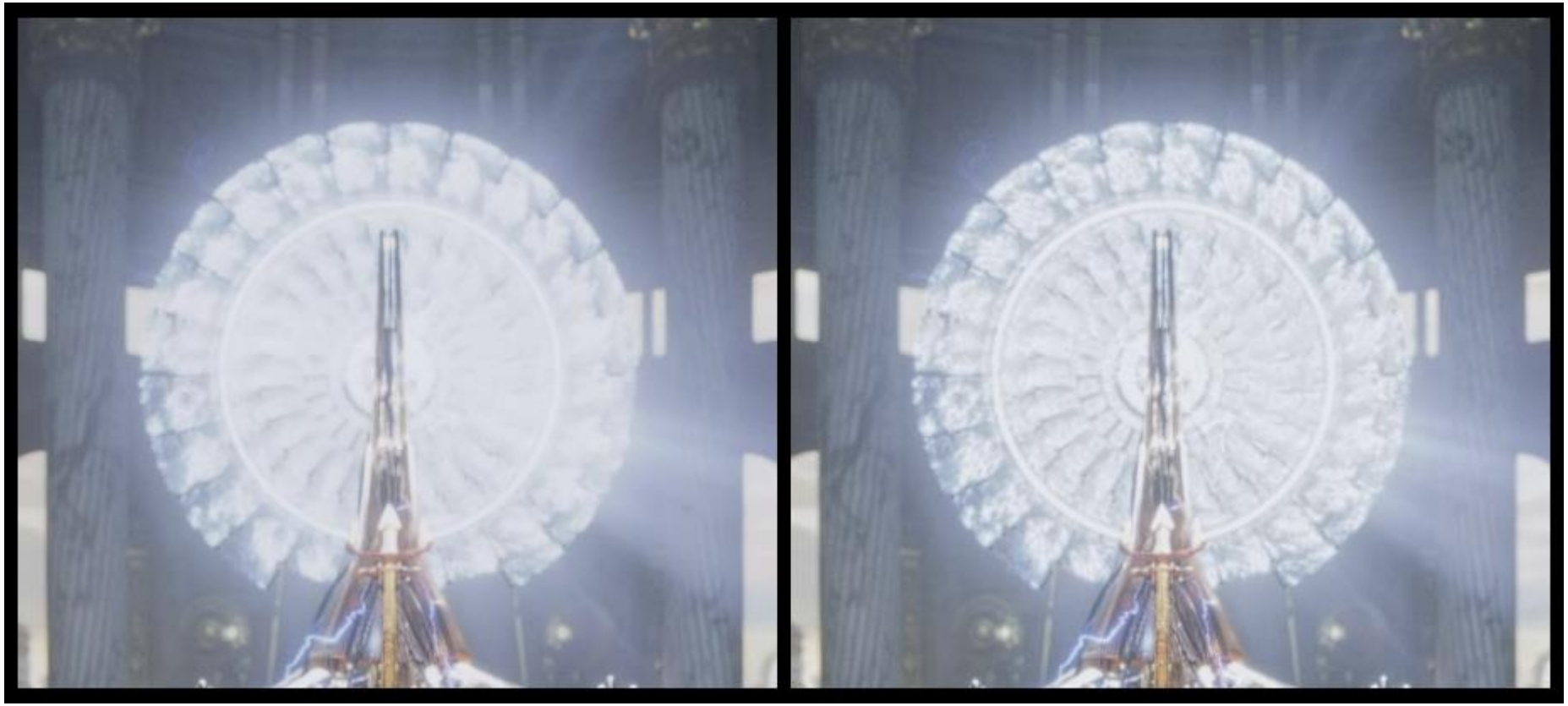


Without Envy

With Envy

Using patent-pending “Highlight Recovery”

Dynamic Tone Mapping – Example 6



Without Envy

With Envy

Using patent-pending “Highlight Recovery”

4K Upscaling – Example 1

Other

This image shows Envy's high-quality upscaling from 1080p to UHD.

With Envy

4K Upscaling – Example 2

Other

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4K Upscaling – Example 3

Without Envy

With Envy

4K Upscaling – Example 4

Without Envy

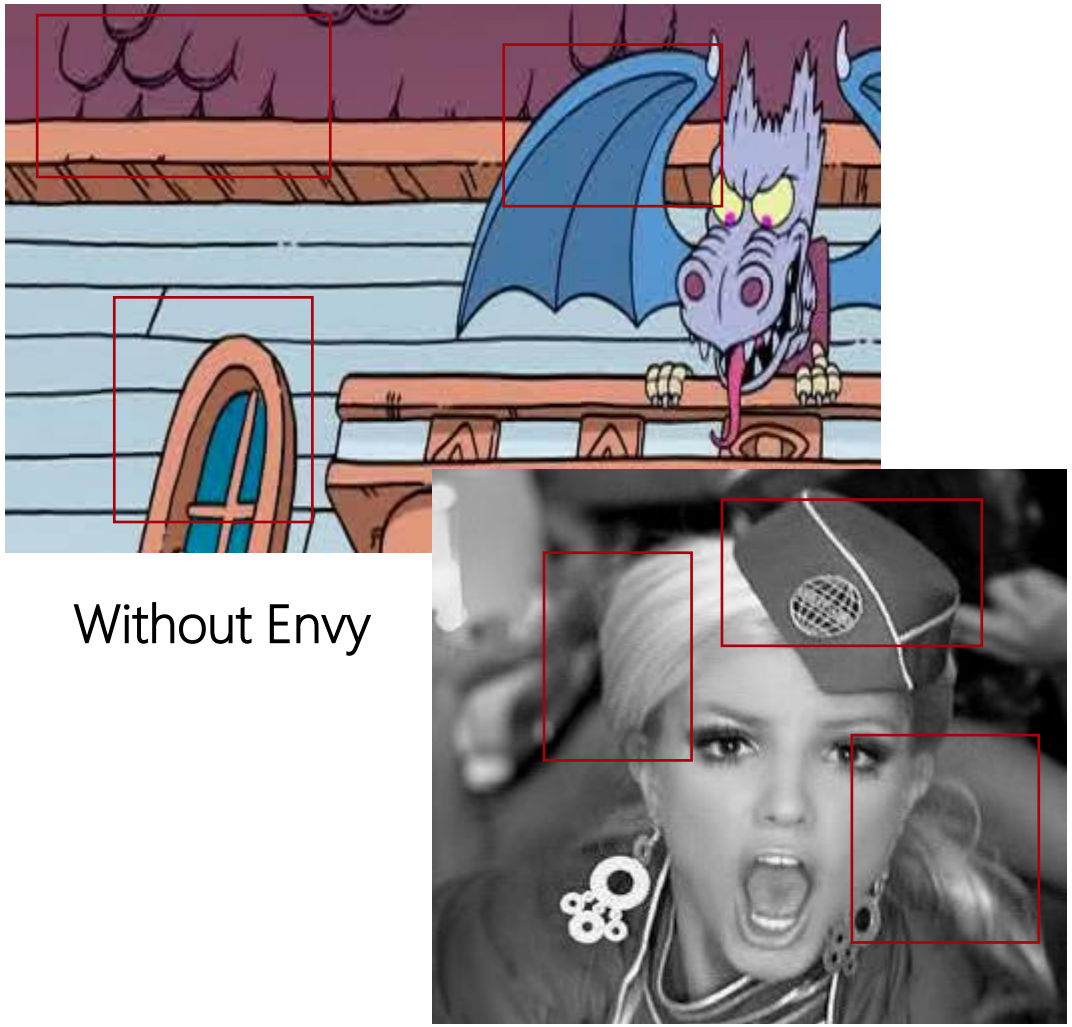
With Envy

4K Upscaling – Example 5

Without Envy

With Envy

Compression Artifacts



Without Envy

These images show Envy's high-quality compression artifacts removal in action.

With Envy

Thank You

For more information, please contact:

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