



For Immediate Release

Media Contacts: Muto Communications

Modern Atomics Dealer Testimonials: Reaktor AI-Enhanced Power Distribution Unit Rescues Demanding Motorized Shade Projects



Austin, TX – February 13, 2025 – Startup tech company Modern Atomics launched last year with their Reaktor™ AI-enhanced power distribution unit for motorized window shades. This disruptive solution is far more advanced than the generic power supplies commonly used for shades today, delivering installers and end-users substantial benefits. This includes space-saving footprint, easy setup, powering of more shades, and yearly energy savings. And the first reports on how Reaktor is benefiting shade projects are coming in.

The first notable example is a recent project by Utah’s **Desert Sun Technology**. This Saint George-based Smarthome company inherited a large window shades project at a high-end multi-dwelling development. The property owners wanted the shades to connect with home automation and offer remote monitoring, however the shades had already been wired by another company using a 2-conductor wire (14/2). Traditionally what is required for two-way communication is CAT5 or multi-conductor cable.

Enter Modern Atomics and Reaktor. While installers can use CAT5 and RJ45 to connect Reaktor to shades, Modern Atomics was able to help Desert Sun Technology salvage the situation and improve upon it without having to run any new wires. This was achieved by powering all the shades using Reaktor and leveraging Modern Atomics’ Bryson Control Protocol (or BCP).



“Patented and developed by our Modern Atomics Chief Technology Officer Paul Bryson for our previous startup, NetStreams, this protocol multiplexes the networking packets along with the power delivery on just a single pair of wires. This allows basic RF pre-wired projects like the one with Desert Sun Technology to have full two-way network data and the power for the motor as if they pulled a CAT5 or multiconductor cable,” says Modern Atomics Chairperson Michael Braithwaite.



“Many shade projects use 2-conductor wire, especially Lutron pre-wires,” furthered Braithwaite.

“Modern Atomic Bryson Control Protocol technology enables any shade motor to work with just the 2-wires. No one else has this capability - not Lutron®, not Crestron®, and not Somfy®.”

Additional benefits of using Reaktor on the project is its ability to power up to 22 shades (where other power supplies max at 8). Further, its patent-pending AI-enhanced technology eliminates up to 99.75% of all the wasted idle current, saving the property owners up to 412 Kilowatt-hours per shade yearly.

As told by Desert Sun Technology owner, Nicholas Klafke, “Even though the prior integrator had run the wrong kind of wire, with the help of Michael and the team at Modern Atomic, we leveraged Reaktor to power all the shades without having to run any new wires. As a direct result of the upgrades we accomplished, our client has engaged us to change out the power supplies of all thirty-three other units in the project!”



Another great report came in from **First Alert Hurricane Shutters and Wholesale LLC**, of Jupiter, FL. They recently sent their team to Modern Atomics' Round Rock, TX facility for training on Reaktor. As First Alert Project Engineer Stetson Jon Cooper tells it, "Florida-based shade dealers have more to deal with than helping choose fabrics or ensuring window measurements are correct. Due to the frequency of tropical storms and hurricanes, we often deal with property damage, and some project sites can be without power for weeks at a time. The fact that Reaktor can power shutters and shades for up to 3-weeks without power in the home really caught our attention."

What Cooper is referring to is the fact that Reaktor can generate its own power, internally. Reaktor is powered via a passive POE injector (provided) or a Somfy 24V inline BUS power supply. Additional powering options include Modern Atomics Solar Panel kit or compatible Tesla Solar Roof & panels. Reaktor's built-in Energy Storage Module can harvest energy from any of these power supplies, regenerating its own power and storing it for normal shade use even weeks later!

Reaktor is compatible with low-voltage DC and high-voltage AC motors and works with popular shade and control brands. Requiring no conduit or electrician, and wall or rack-mountable, Reaktor saves installation space and cuts installation time and costs by 50%. Read more about Reaktor here: <https://modernatomics.com/reaktor>

How Dealers Can Purchase Reaktor

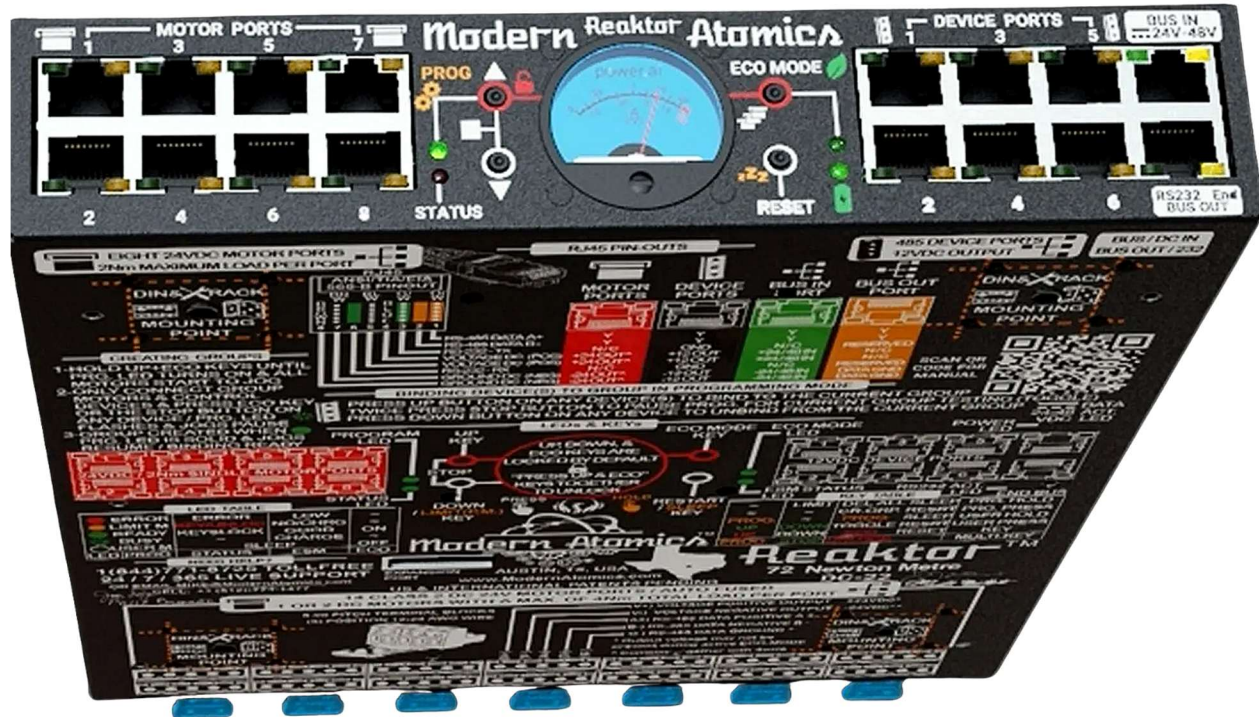
USA Nationwide with Phoenix Marketing Group as well as additional representation by Performance Plus Marketing in the Pacific Northwest and Intermountain regions, Connected Sales and Marketing in

Alaska, Ebony Tristar and ProTech Agencies in Canada. Modern Atomics continues to grow its dealer network. <https://modernatomics.com/become-a-dealer>

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About Modern Atomics

Founded in 2024 and headquartered in Austin, TX and with offices in Singapore, Modern Atomics' mission is to bring innovative technology to the CEDIA and ProAV channels that provide higher value, lower deployment costs, reduce the carbon footprint of every project, and delight customers with experiences not possible from any other product or company at any price. Co-founders Paul Bryson (CTO), Tim Marshall (CFO), and Michael Braithwaite (Chairperson) lead the company. All three are well-known for their previous roles in launching NetStreams, and holding key posts at AMX, ClearOne, Crestron and Screen Innovations.

Modern Atomics holds several patents in Ai-based power, control, and distributed a/v products. The company's first product, Reaktor, which utilizes patented technology developed by Modern Atomics, received a CEDIA Best New Hardware Product and Residential Systems and TWICE *Magazines* Best of Show awards at 2024 CEDIA Expo. At the February 2025 Integrated Systems Europe (ISE) tradeshow, Reaktor received Commercial Integrator *Magazine's* Top New Technology Award. For more information visit www.modernatomics.com