

EXHIBITOR NEWS

AUGUST 17, 2024

Modern Atomics



Modern Atomics Launches at CEDIA Expo with Reaktor™, an AI-Based Power Distribution Unit That Drives 22 Motorized Window Shades, Brings Massive Installation and Energy Savings, Helps CI's Win More Shade Jobs

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Powering up to 22 shades, yet requiring no AC power, conduit, or electrician, this wall/rack-mountable PDU cuts install time and costs by 50%. Proprietary AI tech eliminates up to 99.75% of wasted energy consumption, saving 412 Kilowatt-hours yearly. Compatible with popular shade and control brands.

Austin, TX – July 17, 2024 – Innovators Paul Bryson, Tim Marshall, and Michael Braithwaite — known for their roles in launching NetStreams, and key posts at AMX, ClearOne, Crestron and Screen Innovations — are at it again. Their new company, Modern Atomics, makes its debut at CEDIA Expo 2024 (booth #3520) with Reaktor™, the industry's first power distribution unit (PDU) designed for motorized shades.

Leveraging patent-pending technology developed by Modern Atomics, one Reaktor can power up to 22-shades (where other PDU's max at 8) yet eliminates up to 99.75% of all the quiescent current*, saving up to 412 Kilowatt-hours yearly. A built-in Ammeter on the unit's front shows in real-time how much quiescent current is being saved for all shades.

Reaktor MSRP is \$1,499. Included is a passive PoE injector, rack/shelf mounting provisions and a transferable 10-year warranty. The unit is powered via the provided passive POE injector or a Somfy 24V inline BUS power supply, and in turn drives each of the shades via CAT 5 cable and RJ45.

"At just \$68 per motor port, Reaktor is one-half the cost of today's PDUs," says Chairperson and Co-Founder Michael Braithwaite. "And its 1.75"x 8.5" footprint saves as much as 60% of rack space or 80% of wall space. Additional setup conveniences include an auto-programming feature, and for larger systems, a copy and paste system. All of this comes together in eliminating the need for a licensed electrician and conduit and cutting project deployment time and costs by 50%."

"Today's PDU's for shades use generic power supplies that fall short. Our high-tech CEDIA channel pros and their clientele deserve so much more. Invented, designed, and built from the ground up by Modern Atomics, Reaktor gives CI's a significant competitive advantage in winning more job bids," says Company Co-Founder and Chief Technology Officer Paul Bryson.

Reaktor is compatible with Somfy motors, the most used brand in indoor and outdoor shades. This includes Screen Innovations, Draper, BTX, Corradi, Sol-Lux, Spring Blinds, Clara, Alta, Universal Window Coverings, Peachtree, Graber, and SunSetter. Reaktor works with all major control systems Control4, Crestron Home, Crestron SIMPL, Elan, URC, RTI, Bond Bridge Pro, and more.

Reaktor ships September 2024. Complete specs here: <https://modernatomics.com/reaktor>

"Modern Atomics' command of the shades category and technical prowess all come together in taking installs to the next level. Just as we have done on the control and user-experience side of the window coverings industry, Reaktor is poised to do with power delivery," said tech innovator Zohar Shinar, CEO of Bond, which has modernized control of shades with their smart Bond platform, adding "And this is exactly what the category needed."

"With Reaktor, our dealers can get in and out of motorized shade projects faster and without the potential complexities or aggravation associated with how this was done in the past," said Chris Gilray, President of independent manufacturer sales representative firm Phoenix Marketing.

Meet Modern Atomics and Experience Reaktor at CEDIA Expo 2024

Reaktor can be experienced at Modern Atomics booth (#3520), Screen Innovations (#1928) and Bond (#4109). On Friday Sept. 6, 3-4:30 PM (room #111), Modern Atomics is hosting a session called: Advanced Motorized Shading, Cut Costs and Deployment Time in Half and Lower Power Consumption by Up to 99.75%. The class will also include training by Bond.

Company Executives, Board of Directors, Sales and Marketing Partners Onboard
Paul Bryson (Co-founder and Chief Technology Officer), Tim Marshall (Co-Founder and Chief Financial Officer), and Michael Braithwaite (Co-Founder and Chairperson) lead Modern Atomics.

The Board of Advisors consists of Michael Avery (Alcazar Theatre President/Chairman of the Board); Tom Cooley (Former COO Screen Innovations); Petro Shimonishi (Director of Product Management at Panasonic); Chris Wildfoerster (Business Development Manager, AXIS); Mitch Witten (Founder and Principal Consultant-1Bear Consulting), and Richard Frank (Account Director, Muto Communications).

Independent manufacturer sales rep partners on board include Phoenix Marketing Group (East Coast); AV Partners (So Cal, So NV, AZ, HI); Elite3 Pro (TOLA); Performance Plus (Rocky Mountains); Savvy Sales & Marketing (Midwest); The Press Agency (Western Canada), and Ebony TriStar (Eastern Canada).

Muto Communications is serving as Modern Atomics' PR-agency-of-record, providing counsel in the areas of marketing, business development, and public relations campaign management.

What's Next From Modern Atomics

"Reaktor is the first of a new generation of innovative new products to come from us. In 2025, we will expand the energy saving to other AV sub-systems like lighting, audio distribution, and video walls. We will also introduce the first AV wireless mesh which allows users to use any AV device with any other AV devices, with no more pairing and unpairing, and the first wireless DSP engine for mixing, stitching, and routing aided by our EdgeAI processing," said Co-Founder and Chief Financial Officer Tim Marshall.

In addition, Modern Atomics has been invited to compete against other startups at the ISE 2025 New Innovation Park.

*Quiescent current is current that flows in a system in standby mode with a light or no load.

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. Modern Atomics holds several patents in Ai-based power, control, and distributed a/v products. The company's first product, Reaktor, utilizes patented technology developed by Modern Atomics. For more information visit www.modernatomics.com

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