



For Immediate Release

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Newcomer Modern Atomix Hits a Grand Slam at CEDIA Expo 2024

Ai-based Reaktor DC-22 Motorized Window Shades Power Distribution Solution Nabs a CEDIA 2024 Best New Hardware Product and Residential Systems & TWICE Magazine Best of Show Awards

Collider 24-Port POE Switch for Motorized Shades Receives rAVe Publications Best New Home Automation Hardware Solution Award

Ryan Gustafson, Gary Kayye and Other Industry Experts Praise the Company and Products

Austin, TX – September 27, 2024 – Led by co-founders Paul Bryson (CTO), Tim Marshall (CFO), and Michael Braithwaite (Chairperson), Modern Atomix lived up to the hype of the company's grand launch at CEDIA Expo 2024, earning multiple awards and praise by industry leaders. Over the years these three gentlemen developed innovative technologies for NetStreams, and held key posts at AMX, ClearOne, Crestron and Screen Innovations. Earlier this year Braithwaite was recognized by Commercial Integrator Magazine as a Living Legend (#45). And this all came together at CEDIA Expo 2024.



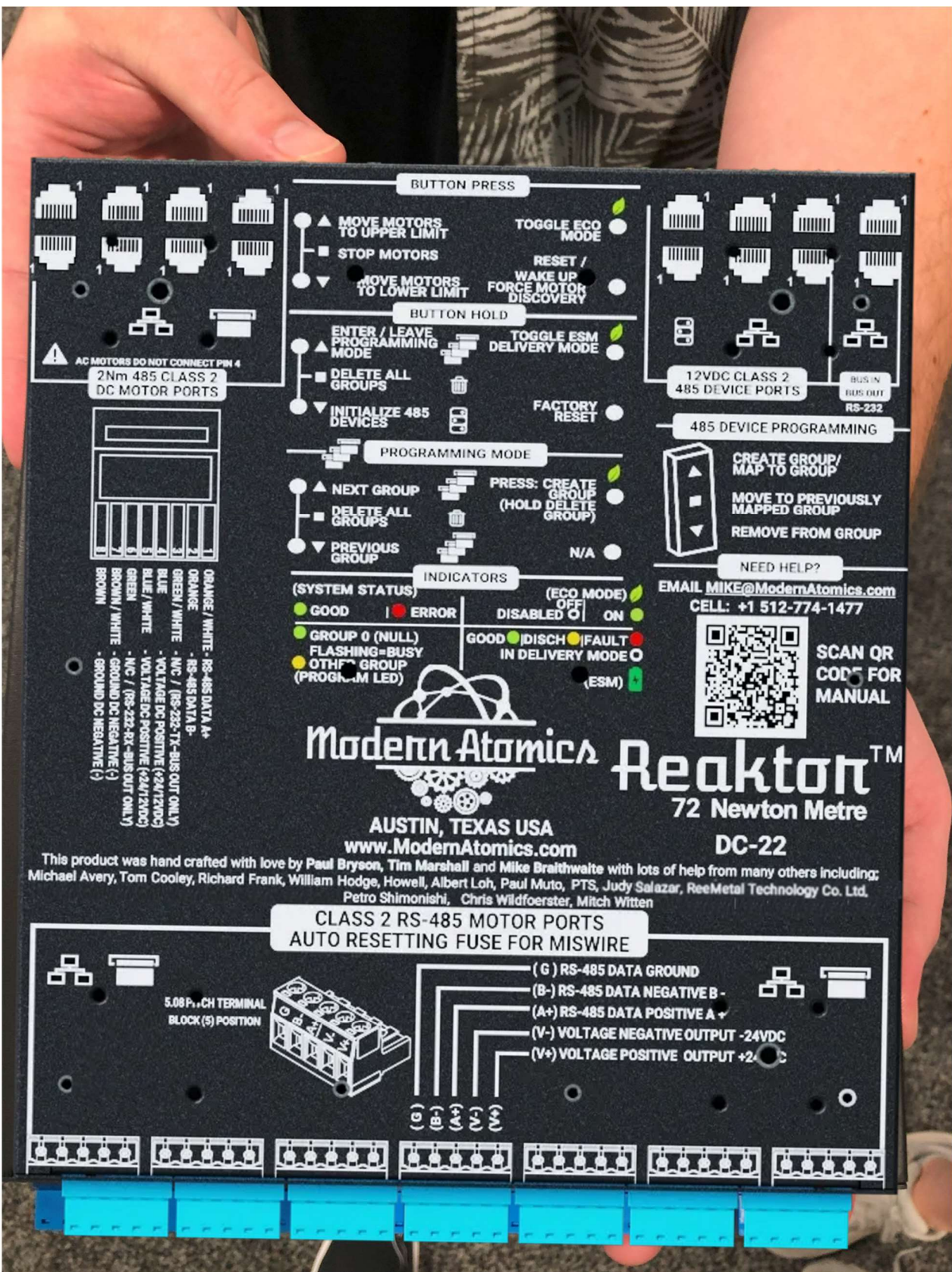
Tim Marshall demonstrating Ai-based Reaktor DC-22 PDU for motorized shades

Modern Atomics' Reaktor™ DC22 power distribution unit (PDU) nabbed a **CEDIA 2024 Best New Hardware Product** and both **Residential Systems** and **TWICE Magazine Best of Show** awards.

Leveraging patent-pending technology developed by the company, Reaktor is the first PDU designed solely for motorized shades, powering up to 22 where others max at 8. Reaktor eliminates up to 99.75% of all the quiescent current*, saving up to 412 Kilowatt-hours yearly, and its built-in Ammeter shows how much current is being saved in real-time. 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 install time and costs by 50%. Reaktor began shipping this month. MSRP is set at \$1,499. Specs: <https://modernatomics.com/reaktor>



Reaktor's built-in Ammeter shows how much quiescent current is being saved in real-time.



Bottom view of Reaktor

Praise by Industry Experts

At Expo, Modern Atomix also introduced its Collider 24-Port POE switch for shades. This earned a **rAve Publications Best New Home Automation Hardware Solution** award. *"I did find a product ... I truly would call it a game-changer. A company called Modern Atomix debuted a network switch with 24 ports – each capable of generating 90 watts of power, simultaneously – but the switch has NO POWER SUPPLY. That's right, it generates its own power, internally. All you need to do is send ANY PoE signal to any port (Passive-PoE/Solar) and it will re-generate its own power and even hold the energy for up to 3 weeks. Yep, this is all true – and a game-changer."* - **Gary Kayye, Co-Founder & Director, The rAve Agency**

Expo video of Kayye and Braithwaite overviewing Reaktor and Collider: <https://bit.ly/3ZFau3D>

(Reaktor and Collider) *"In less than a year he (Braithwaite) has come up with a new arsenal of products that will help integrators do magical things in the roller shade business."*

- **Ryan Gustafson, Founder - Screen Innovations, Origin Acoustics, Shade Revolutions**

(Reaktor and Collider) *"Definitely deserve the recognition. When I first saw the shade specific PoE power device I actually sat up in my chair... These kinds of products make a huge difference! I am thrilled to see the next edition of genius they create."*

- **Steven Brawner, Owner - ProAudio Carolinas and ProAudio Georgia, LLC**

(Reaktor and Collider) *"Modern Atomix' 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 category, Reaktor is poised to do with power delivery. And this kind of technical innovation is exactly what the category needed."*

- **Zohar Shinar, CEO of Bond Control Platform**

(Reaktor) *"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."* - **Chris Gilray, President of independent manufacturer sales rep firm Phoenix Marketing**

(Reaktor and Collider) *"It is not often we get to witness the advent of a new technology that changes everything about an entire industry segment. Modern Atomix' Reaktor and Collider solutions will literally change the installation, profitability, and energy performance of the motorized shade category."* - **Richard Frank, Modern Atomix board member and Account Director at the tech company's PR-agency-of-record, Muto Communications.**

More Expo video on Reaktor and Collider from Modern Atomix here: <https://bit.ly/3ZBMzM3>

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

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About Modern Atomix

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



The Modern Atomics Team at CEDIA Expo