



FOR IMMEDIATE RELEASE

HOWELL ENERGY PARTNERS WITH MODERN ATOMICS LLC

Grapevine, TX, April 12, 2024 - Modern Atomics LLC, a Texas-based company that specializes in developing cutting-edge solutions for motorized window treatments, will be announcing the partnership with Howell on its flagship product, Reaktor™, at the International Window Coverings Expo (IWCE) on April 12, 2024.

The patent-pending edge AI-controlled power distribution system is a gamechanger for the Power management of motorized window treatment industry.

Reaktor can save end users annually up to 9.2 kilowatt hours for every shade on the project starting from day one. With rising energy costs, this can add up to thousands of dollars depending on the number of shades and the project location.

Reaktor reduces energy consumption, extends motor life, and reduces the power infrastructure costs by one-third to half of other power distribution systems used by dealers today.

Having no AC power connection and only needing a passive PoE connection via a Cat5 cable. Construction and installation costs are dramatically reduced by eliminating the need for conduit, and licensed electricians which can save the average motorized window treatment system hundreds to thousands of dollars.

An innovative auto-programming feature for RF remotes and in-wall keypads for end-user controls can also reduce deployment costs and time.

“The same crew who hung the shades can now complete the control programming without waiting for expensive hired programmers” – Says Judy Salazar the Senior Executive VP of operations for Modern Atomics, “Reaktor provides the fastest and easiest user interface programming in the shading industry today.”

Reaktor is one of the most advanced edge AI-controlled energy management systems on the market. “This was a challenging energy project,” says Jessica Liu, International Business Development Manager of Howell Energy “The ability to provide very high instantaneous current that multiple window treatment motors need within milliseconds during movements, yet at the same time a reduction of power consumption by up to 95% was a huge challenge for our energy team.”

Reaktor comes with a transferable 10-year replacement warranty, has certifications from UL, UN, TUV, CTIA and will be available for qualified integrators for beta starting in July and the full product launch in September.

About Modern Atomics LLC:

Delivering Innovation Beyond the Ordinary, Modern Atomics is a technology development company with a proven track record of delivering an A.I.-Based connected home & workplace ecosystem of products to improve productivity and energy efficiency for a wide variety of residential and commercial environments. Founded in 2024 and headquartered in Austin, TX with offices in Singapore, Modern Atomics holds several patents in A.I. based power, control & distributed a/v products. For more information visit

www.modernatomics.com

About Howell Energy Co., Ltd.:

Is an enterprise group focusing on green and sustainable energy, specializing in LiFePO4 energy storage systems, and new energy solutions. Our solutions have CTIA, UL, CE, CB, ROHS, BIS, UN38.3, KC, BMSI and other certifications, and are widely used in solar & wind energy storage systems, sports & health, IoT, vehicle-carried communications, smart home and consumer electronics and other fields. With partners in America, Europe, Oceania and Southeast Asia and other regions.

As one of the TOP energy export enterprises in China, we will always be committed to providing customers with professional and efficient energy solutions and contributing clean energy to the sustainable development of mankind.

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