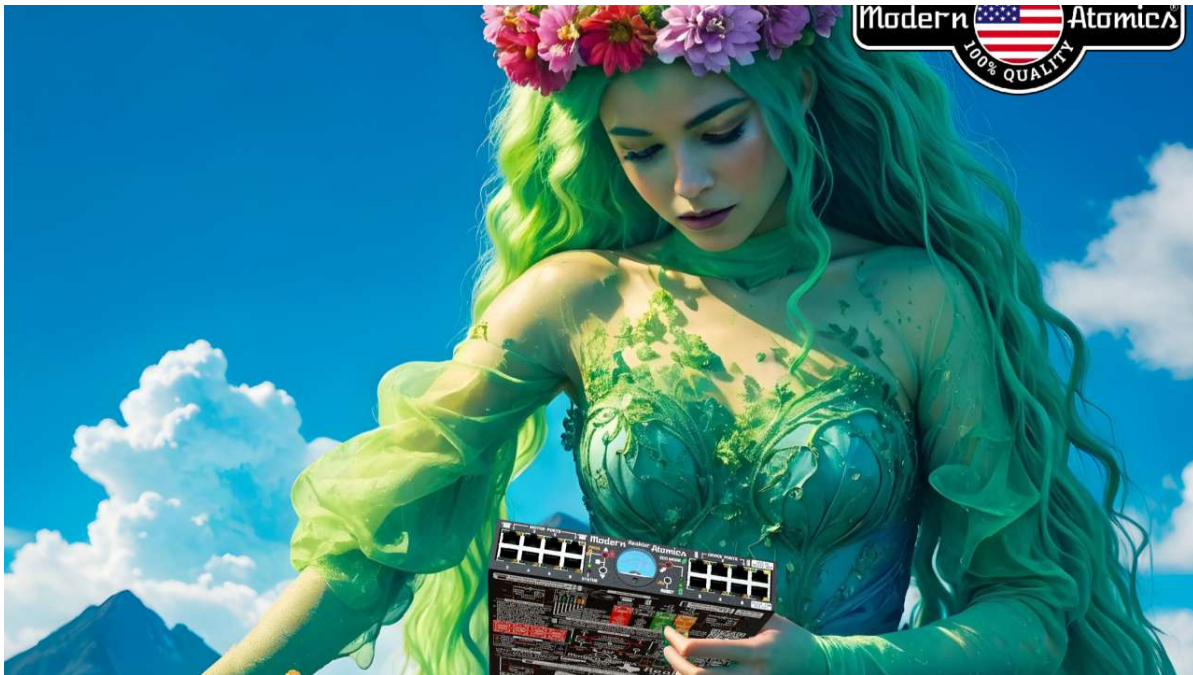




For Immediate Release

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At IWCE 2025, Modern Atomics Revolutionizes Powering Motorized Shade and Drapery Projects



Serving new installations as well as retrofits, Ai-based technology greatly simplifies installation and reduces hardware and energy costs

"When window fashion professionals see Modern Atomics, it's like a lightbulb goes off—they instantly realize how limited their options have been until now," says Hector Molleda of Phoenix Marketing, the national independent manufacturer sales rep firm for Modern Atomics

Austin, TX – April 8, 2025 – At IWCE 2025 (booth #EC-9), Texas-based tech company Modern Atomics will introduce its disruptive ecosystem of motorized window treatments power distribution units (PDU's).

Designed solely for motorized window treatments, and spanning small to large projects, Reaktor™, and Neutron™, and Tokamak™ all dramatically save window fashions specialists installation time, and their clientele both hardware and energy costs.

The Modern Atomics PDU's far surpass generic off-the-shelf power supplies. Reaktor and Neutron can each power up to 22 treatments, where others max out at 8. This ability to power nearly triple the number of motors from one standalone unit provides substantial savings. Add to this their small 1.75" x 8.5" footprint, and these PDU's eliminate 60% of rack space and 80% wall space versus that of others.

Modern Atomics products also make use of the company's advanced patented AI technology which eliminates 99.75% of idle electrical current. This saves end-users more than \$78 per motor per year (412 Kilowatt-hours). Plus, Modern Atomics simple plug-and-play setup process reduces overall deployment time by more than 50%!

Reaktor works with Somfy SDN 485 low voltage motors, commonly used in Screen Innovations, Draper, BTX, Corradi, Sol-Lux, Spring Blinds, Clara, Alta, Universal Window Coverings, Peachtree, Graber, and SunSetter. Further befitting green, Reaktor can be powered by a Modern Atomics optional Solar Panel kit or compatible Tesla Solar Roof & panels. Reaktor MSRP starts at \$1,499.

Neutron works with a wider universe of motors such as Lutron and is compatible with all Matter, Bluetooth, Zigbee, Z-Wave, any Sub-GHz RF or any 485 low voltage motors. Neutron MSRP starts at \$1,899.

Rounding out the ecosystem is Tokamak, Modern Atomics dual-purpose power supply which as a standalone unit can power 8-shades. If mated with Neutron or Collider™ power supplies in large systems -- up to 176 shades or drapes -- it harvests power and drives all the motors efficiently. Tokamak MSRP starts at \$1,299.

The Modern Atomics solutions are powered via a 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. Each comes with rack mount provisions and a 10-year warranty.

"When window fashion professionals see Modern Atomics, it's like a lightbulb goes off—they instantly realize how limited their options have been until now," says Hector Molleda of Phoenix Marketing, the national independent manufacturer sales rep firm for Modern Atomics. "Visit us at booth #EC-9 in the Eastern Concourse and discover how effortlessly we can bring your projects into the 21st century."

Modern Atomics launched to fanfare at the 2024 Custom Electronics Design & Installation Association (CEDIA) Expo. There Reaktor was honored with a CEDIA 2024 Best New Hardware Product, and Best of Show Awards from Residential Systems and *TWICE Magazines*. Earlier this year Reaktor was introduced internationally at the 2025 Integrated Systems Europe (ISE) show where it earned a Top New Technology award from Commercial Integrator *Magazine*.

Based in Austin, TX, Modern Atomics is led by co-founders Paul Bryson (CTO), Tim Marshall (CFO), and Michael Braithwaite (Chairperson). These three gentlemen are known for having developed innovative technologies for NetStreams, and held key posts at AMX, ClearOne, Crestron and Screen Innovations. In 2024 Braithwaite was recognized by Commercial Integrator *Magazine* as a Living Legend (#45).

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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