



For Immediate Release

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New Tech Company Modern Atomix Announces Muto Communications as PR Agency of Record, Promoting Revolutionary Power Distribution Technology

Innovative new start-up from Austin, TX gears up for powerful CEDIA launch and delivery of Reaktor™, an energy-saving power distribution system for motorized shades with the appointment of CE veterans Paul Muto and Richard Frank of Muto Communications to lead their PR and marketing efforts.

Austin, TX – July 16, 2024 – Powerful things are happening in Austin, Texas! Modern Atomix is a new company from industry pioneers Michael Braithwaite, Paul Bryson, and Timothy Marshall. They have crafted an AI-driven ecosystem of products aimed at catapulting productivity and energy efficiency to unprecedented heights, benefiting both the installer and client. The company launches at CEDIA Expo 2024 and has announced Muto Communications as their PR agency-of-record.

Details are:

- Modern Atomix' initial field of focus is ground-breaking power distribution advances in the arena of motorized shades. Enter Reaktor™.
- Leveraging patent-pending AI technology, this specialized power distribution unit will revolutionize how motorized shades are driven - from streamlined installation, management, and associated costs, to significant yearly energy savings.
- Muto Communications has been chosen as Modern Atomix PR-agency-of-record, providing counsel in the areas of marketing, business development, and PR campaign management.
- The campaign kicks off mid-July 2024, paving the way for Modern Atomix' grand launch at CEDIA Expo 2024 (Sept. 5-7, Colorado Convention Center).
- Modern Atomix can be experienced at booth #3520; Screen Innovations (#1928), and Bond (#4109).
- On Sept. 6 (3-4:30 PM, room #111) Modern Atomix will be hosting the training session: *Advanced Motorized Shading, Cut Costs and Deployment Time in Half and Lower Power Consumption by Up to 99.75%*. This will also include training by Bond.
- Confirming the seriousness of Modern Atomix' innovative technology, the company has been invited to compete against other startups at the ISE 2025 New Innovation Park (February 2025).

Modern Atomix founder, Michael Braithwaite, had this to say about Muto Communications coming on board, *"The ability to not just understand today's latest technologies, but to translate the value of these advances to a wide variety of audiences is a powerful gift that Paul and his team have. We are excited that our new world of power management and installation innovation now has a communications partner that can deliver the kind of effective messaging and brand development that builds companies."*

Muto Communications Founder and President Paul Muto had this to say, *“The Modern Atomics founders launched game-changing brands ClearOne and NetStreams, and held senior-level posts with AMX, Crestron and Screen Innovations. They are already proven experts in the field of power distribution technology and their first product Reaktor is a game-changer too. Muto Communications Account Director Richard Frank and I are extremely excited to tell their story to the world.”*

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 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

About Muto Communications

Founded in 2000 by consumer electronics industry veteran Paul Muto, Muto Communications is a public relations company that specializes in creating and elevating the brand profiles of residential and commercial channel solutions providers. This includes audio, video, window shading, outdoor lighting, IoT, structured wire & cable, and furniture manufacturers. And on the channel fulfillment side, wholesale distributors and nationwide coalitions, and independent manufacturer sales representative firms. The company also specializes in business development consulting, including comprehensive market analysis studies to take brands to market. www.mutocomm.com

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