



FOR IMMEDIATE RELEASE

MODERN ATOMICS' MICHAEL BRAITHWAITE FEATURED IN COMMERCIAL INTEGRATOR'S A/V LIVING LEGENDS SERIES

Austin, Texas – March 12, 2024 – Modern Atomics LLC, a cutting-edge startup specializing in power and control products, is thrilled to announce the inclusion of our Chief Biological Officer as number 45 in the series of AV Living Legends by Commercial Integrator Magazine. He joins the *Commercial Integrator* #AVLivingLegends family this week as their latest inductee. The *Commercial Integrator* #AVLivingLegends initiative is meant to celebrate and honor our industry's foremost contributors. With this series, they hope to spotlight the difference-makers and world-changers who move among us. Currently co-founder and chairman of the board of Modern Atomics, Braithwaite has held prominent roles at major companies such as Screen Innovations, ClearOne®, NetStreams® and Crestron®. He thus boasts extensive experience in intellectual property, AV-over-IP and other technological advancements.

"It's great to see Michael get recognized for his contributions to the industry. He is one of the few, the brilliant, that truly innovates beyond the ordinary!" states Petro Shimonishi principal and owner of Fire Monkey Global Marketing & Public Relations.

Additionally, Braithwaite has authored several U.S. and international patents. As a result, he has gained recognition for a stellar career as an innovator in the commercial AV industry. "There's no doubt: Braithwaite deserves to be recognized as an AV Living Legend!" Says Dan Ferrisi Group Editor for the Commercial and Security Division of Emerald

In the interview, Braithwaite reflects on his early days in the AV industry and the impact of mentorship from seasoned veterans. He also imparts wisdom on how intellectual property should not hinder but, rather, drive innovation in the industry.

Dan Ferrisi is the Group Editor for the Commercial and Security Division of Emerald. He has been covering the commercial AV industry as an editor, reporter and writer since 2004. He is the former editor of Sound & Communications. He joined Commercial Integrator as editor-in-chief in November 2021.

"I am truly honored, humbled and blessed to be listed amongst such great AV industry giants," said Michael Braithwaite, CBO and Chairman of Modern Atomics. *"We will continue to push the envelope forward, as the industry has not seen anything yet, wait until you experience what we are cooking up at Modern Atomics."*

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 Commercial Integrator (CI): is the first publication dedicated to addressing the business needs of professional integrators like you who serve the small and midsize business (SMB) market. Beyond products and installations, Commercial Integrator tackles operational topics like job-estimating, project-bidding and big-picture market forecasting and more. So, whether you design, sell, service, or install... work on offices, churches, hospitals, schools or restaurants, Commercial Integrator is the dedicated resource you need to identify and pursue new market opportunities and grow your business.

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