

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



Gibson Kete

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Powerful things are happening in Austin, Texas! Modern Atomics 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 Atomics' 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 Atomics 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 Atomics' grand launch at CEDIA Expo 2024 (Sept. 5-7, Colorado Convention Center).
- Modern Atomics can be experienced at booth #3520; Screen Innovations (#1928), and Bond (#4109).
- On Sept. 6 (3-4:30 PM, room #111) Modern Atomics 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 Atomics' innovative technology, the company has been invited to compete against other startups at the ISE 2025 New Innovation Park (February 2025).

Modern Atomics 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.”

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