



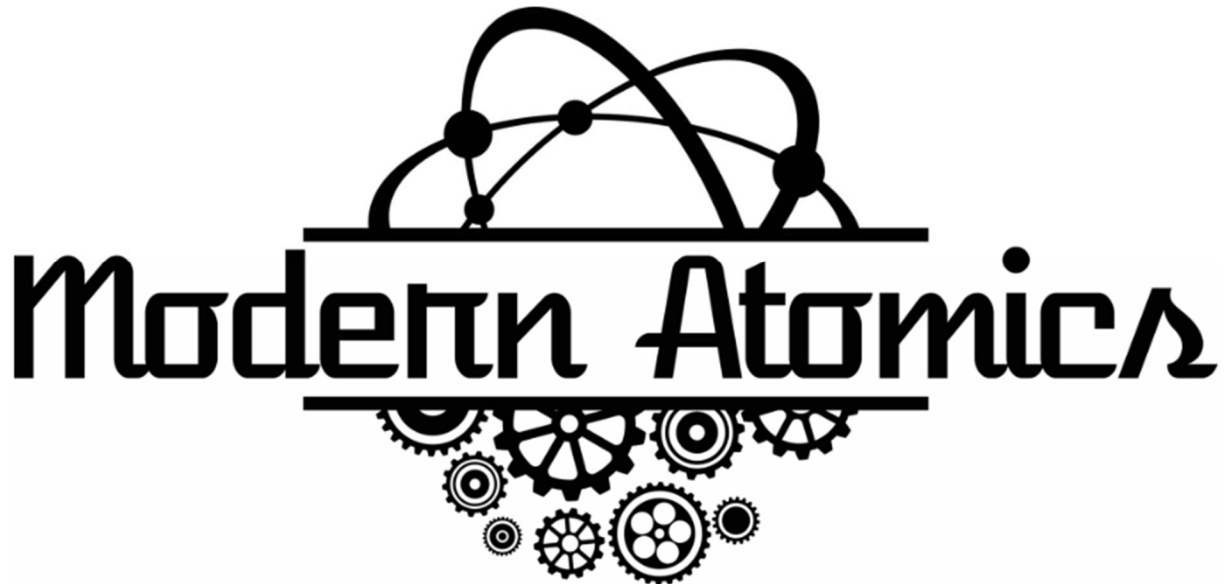
# Modern Atomics Ai-Based Power Distribution Unit Reaktor Drives 22 Motorized Window Shades, Brings Massive Installation and Energy Savings, Helps CI's Win More Shade Jobs



Gibson Kete

July 29, 2024 - CEDIA Expo, CEDIA Expo Press Releases, Press Releases, RTA

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Innovators Paul Bryson, Tim Marshall, and Michael Braithwaite — known for their roles in launching NetStreams, and key posts at AMX, ClearOne, Crestron and Screen Innovations — are at it again. Their new company, Modern Atomics, makes its debut at CEDIA Expo 2024 (booth #3520) with Reaktor, the industry's first power distribution unit (PDU) designed for motorized shades.

Leveraging patent-pending technology developed by Modern Atomics, one Reaktor can power up to 22-shades (where other PDU's max at 8) yet eliminates up to 99.75% of all the quiescent current\*, saving up to 412 Kilowatt-hours yearly. A built-in Ammeter on the unit's front shows in real-time how much quiescent current is being saved for all shades.

Reaktor MSRP is \$1,499. Included is a passive PoE injector, rack/shelf mounting provisions and a transferable 10-year warranty. The unit is powered via the 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.

"At just \$68 per motor port, Reaktor is one-half the cost of today's PDUs," says Chairperson and Co-Founder Michael Braithwaite. "And its 1.75"x 8.5" footprint saves as much as 60% of rack space or 80% of wall space. Additional setup conveniences include an auto-programming feature, and for larger systems, a copy and paste system. All of this comes together in eliminating the need for a licensed electrician and conduit and cutting project deployment time and costs by 50%.

"Today's PDU's for shades use generic power supplies that fall short. Our high-tech CEDIA channel pros and their clientele deserve so much more. Invented, designed, and built from the ground up by Modern Atomics, Reaktor gives CI's a significant competitive advantage in winning more job bids," says Company Co-Founder and Chief Technology Officer Paul Bryson.

Reaktor is compatible with Somfy motors, the most used brand in indoor and outdoor shades. This includes Screen Innovations, Draper, BTX, Corradi, Sol-Lux, Spring Blinds, Clara, Alta, Universal Window Coverings, Peachtree, Graber, and SunSetter. Reaktor works with all major control systems Control4, Crestron Home, Crestron SIMPL, Elan, URC, RTI, Bond Bridge Pro, and more.

Reaktor ships September 2024. Complete specs here: <https://modernatomics.com/reaktor>

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