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**Exciting new product to enhance sleep**

Developed with doctors and researchers from the Alertness CRC, SmartSleep™ is a wearable sleep technology clinically proven to help improve the quality of sleep for consumers who are getting less than seven hours of sleep per night.

This breakthrough technology can improve the quality of sleep, increase energy levels, and reduce daytime sleepiness. It is focused on enhancing what is referred to as slow wave sleep, the third stage of non-REM sleep or deep sleep when heartbeat and breathing slow to their lowest levels and muscles relax.

“Slow waves help with the body’s mental rejuvenation and memory consolidation process during deep sleep. The strength of these waves determines the quality of sleep”, explains Alertness CRC CEO, Anthony Williams. “For many people, these waves start strong, but can weaken by the end of the phase. Philips SmartSleep™ enhances slow waves using tones at a specific and customised timing, volume, and frequency, making them stronger and keeping them strong throughout the whole deep sleep phase.”

The product itself is a soft fabric headband that is worn during sleep. Using a disposable sensor that is placed behind the ear, it monitors a person’s sleep from moment to moment and measures when you have reached your deep sleep phase. Through speakers cushioned in soft foam, it generates tones at a scientifically validated frequency that are not noticed during sleep.

A companion mobile application syncs with the headband, providing sleep metrics, and quantifying the “Sleep Boost” – the increase in Slow Wave Activity - provided by the SmartSleep product.

The technology is supported by iOS 9+ and Android 5.0+, and the measurable metrics include total sleep score, sleep stages, sleep/wake times, boost time, and tips for improving engagement.

For more information on this innovative technology, visit: [www.philips.com/smartsleep](http://www.philips.com/smartsleep).

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