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## **AcousticSheep LLC Discusses Next Steps in the Evolution of SleepPhones Technology<sup>SM</sup>**

Las Vegas, Nevada, January 9, 2018 - - At CES 2018, AcousticSheep LLC discussed some of the next steps the company is taking in the evolution of its SleepPhones Technology<sup>SM</sup>.

SleepPhones® by AcousticSheep LLC are the premier, value-added brand which created the sleep headphones product segment. With more than ten years of market activity and more than one million units sold worldwide, SleepPhones® also have the highest level of customer satisfaction, compared to any other sleep headphones product on the market today.

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SleepPhones Technology<sup>SM</sup> relates to the comprehensive approach the company's founders have taken with regard to the relationship SleepPhones® has with the user, in terms of addressing and providing relief from (and support for) sleep related issues; everything from design and functionality to the creation and delivery of content, and the types of data collection which may be possible through the control module of the SleepPhones® device.

SleepPhones® headphones were created by family physician, Dr. Wei-Shin Lai and her husband, video game developer, Jason Wolfe. Dr. Lai was often awakened in the middle of the night by patient phone calls and had difficulty falling back asleep. She was unable to find headphones which allowed her to sleep and earbuds were extremely uncomfortable, so she and her husband created their own, working at their kitchen table.

Their efforts were very successful and Dr. Lai began to make SleepPhones for her patients suffering from sleep issues. The effort turned into a business and AcousticSheep LLC was founded in 2007.

SleepPhones® and SleepPhones Technology<sup>SM</sup> offer an affordable, natural alternative to medication and provide a great option for the millions of people who face sleep issues ranging from a snoring partner to work stress, shift work, travel and those with inconsistent work patterns, (such as hospital staff, first responders and long-haul truck drivers).

SleepPhones® can help create conditions of relaxation and rest which can be recognized by the mind and body, creating an opportunity to make the most of any available "down time". They offer a proprietary control unit and specialized, flat speakers contained within a comfortable headband made from a unique fleece material or a lightweight, moisture-wicking fabric for comfortable listening to restful sounds, personalized music, audiobooks, podcasts, or any other audio from any personal device.

AcousticSheep LLC believes SleepPhones® and SleepPhones Technology<sup>SM</sup> has tremendous value to aid those experiencing medical conditions and undergoing various medical treatments

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where the ability to relax and to achieve a restful state may be of significant value, to include:

- Those admitted to the Emergency Room while awaiting treatment
- Those preparing for, undergoing or recovering from surgery
- Those admitted to hospitals, rehabilitation facilities and nursing homes
- Those receiving dialysis
- Those receiving chemotherapy and other cancer treatments
- Those suffering from PTSD
- Those suffering from Alzheimer's Disease

### **Sleep Issues Are Significant**

Sleep Issues plague a significant percentage of the U.S. population. According to the National Sleep Foundation's Inaugural Sleep Health index, 45% of Americans say that poor or insufficient sleep affected their daily activities at least once in the previous seven days. The Sleep Health Index™ is an annual general population poll that tracks Americans' sleep behaviors and trends. Within the index, Americans reported sleeping an average of 7 hours and 36 minutes a night; on average going to bed at 10:55 p.m. and waking at 6:38 a.m. on workdays, and sleeping roughly 40 minutes longer on non-workdays or weekends.\*

Despite sleeping within the recommended number of hours a night, 35 % of Americans report their sleep quality as "poor" or "only fair. 20% stated they did not wake up feeling refreshed on any of the past seven days.\*

According to the Sleep Health Index, overall health was highly associated with sleep quality. 67% of those with less than good sleep quality also report "poor" or "only fair" health, with 27% reporting otherwise "good" health. Low life satisfaction and high stress were also related to sleep quality. Groups that reported poorer sleep quality were those with an annual income of less than \$20,000, those with education levels of high school or less, and Americans between 30 and 64 years old compared to younger American adults ages 18-29.\*

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“The findings from the Sleep Health Index demonstrate a need for sleep health improvement,” said David Cloud, CEO of the National Sleep Foundation. “Sleep is an important factor in overall health. We suggest that Americans and their doctors talk about sleep as a vital sign of health and well-being.”\*

According to Dublin, Ireland - based Research and Markets, the global sleep aids market was valued at \$49.54 Billion in 2016, and is estimated to reach \$79.85 Billion by 2022, registering a cumulative annual growth rate (CAGR) of 7.0% from 2017 to 2023.\*\*

This report defined sleep aids as drugs and devices that are used to diagnose and treat sleep disorders, such as sleep apnea and insomnia. Sleep disorders are caused due to substance misuse, stressful work environment, and inconsistent sleep pattern. Sleep aids help to improve the quality of sleep by reducing the time required to fall asleep and increasing the duration of quality sleep.\*\*

AcousticSheep LLC offers a free iPhone® App (and later this month will soon offer an Android App) which provides customers with access a variety of tracks of restful music, natural sounds and white noise, to aid in the creation of a restful state, conducive to relaxation and sleep.

Some tracks include binaural beats (where sound is transmitted at different frequencies between the left and right speakers. When combined with musical composition, binaural beats audio may help to enhance deep relaxation [theta state] or help to achieve a deeper sleep [delta state]).

## **Making SleepPhones Technology Effortless™**

The latest SleepPhone® platform offers users a complete system with cordless charging, designed for regular, daily use.

“We called this latest evolution in product development “Effortless™” because we wished our customers to understand just how easy daily maintenance for this product can be,” said Dr. Lai. Our customers have come to rely on their SleepPhones® as part of their daily lives and

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the worst thing we have heard is the concern they have felt about forgetting to charge their unit and wondering if the battery might not last through an additional night,” she said.

“We designed our Bluetooth® control module to be compatible with most USB charging cords but we also know some customers have concerns about stories they have heard in the use of power sources and sub-standard cords which could “overcharge” lithium batteries. With SleepPhones® Effortless™, we have created a self-sustaining system specifically designed for SleepPhones; the unit, its magnetic charging base, cord and power outlet are ideally matched and designed specifically to work as a complete system, virtually eliminating any possibility of overcharging,” she said.

Dr. Lai and Mr. Wolfe hold a variety of patents related to sleep headphones and today SleepPhones® are available at a variety of price-points, in corded (Classic) and Bluetooth (Wireless) configurations, ranging from stand-alone units with preloaded music (Simple) and restful sounds. SleepPhones® Effortless now helps to complete the current portfolio of wireless models by providing cordless charging capabilities.

### **Creating Harmony™**

As part of the company’s next steps, efforts are underway and in-testing by AcousticSheep LLC on the next generation of Harmony™ products which will not only provide all of the audio services offered by SleepPhones®, but which will also collect data about physical movement during sleep.

Within this next level of SleepPhones® Technology, AcousticSheep LLC can help a person determine just how efficiently they sleep, as well as which music, sounds or content elicit their most effective sleep experience. From that individual and objective data collection experience, the user may develop his or her own interactive and cumulative relationship with their SleepPhones®, to create a continuous, subjective ranking of music and or sound tracks, to help create conditions for the best sleep experience possible.

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Research is also underway to create a database of shared customer experiences within communities of users with similar profiles, from which entirely new content may be developed, in order to be made available to all SleepPhones® users.

### **Addressing Sleep Health at an Early Age with Dozer™**

AcousticSheep is in the final testing of Dozer™ which incorporates SleepPhones® technology and Harmony™ data collection to provide relaxing music and sounds for infants, while providing parents with data on their child's physical movements and sleep patterns within the crib.

Contained within the body of AcousticSheep's mascot (a small stuffed sheep named Cirrus), Dozer will help parents better understand how their child sleeps, in terms of response to music and sound, the duration and type of sleep, as well as varying positions and movements within the crib during naps and overnight.

From the data collected, parents may also learn how they can help create the best conditions and practices for their children to achieve sustained restful sleep at an early age; and then to help their children achieve the benefits of those best practices throughout the scope of their entire life.

SleepPhones® have a one-year limited warranty from date of purchase and are supported by a customer service team available via phone (877-838-4790) and through email ([service@acousticsheep.com](mailto:service@acousticsheep.com)) Monday through Friday, from 8 a.m. - 5 p.m. (U.S. Eastern).

For more information on SleepPhones® products, services and technologies, please call 877-838-4790.

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\*SleepPhones® are listed with the U.S. Food and Drug Administration (FDA) as a medical device, defined as “any healthcare product that does not achieve its principal intended purpose by chemical action or by being metabolized.” SleepPhones are FDA listed as of April 1, 2017: Sec. 882.5050 - Biofeedback Device under Title 21 of the FDA’s Code of Federal Regulations (CFR)

SleepPhones® are ‘Made in USA from globally sourced components’; a qualified statement under the definitions established by the U.S. Federal Trade Commission (FTC).

\*Source:

<https://sleepfoundation.org/media-center/press-release/lack-sleep-affecting-americans-finds-the-national-sleep-foundation>

\*\*Source: Business Wire, May 5, 2017

<https://www.businesswire.com/news/home/20170505005558/en/79.85-Billion-Sleep-Aids-Market-Product-Sleep>

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