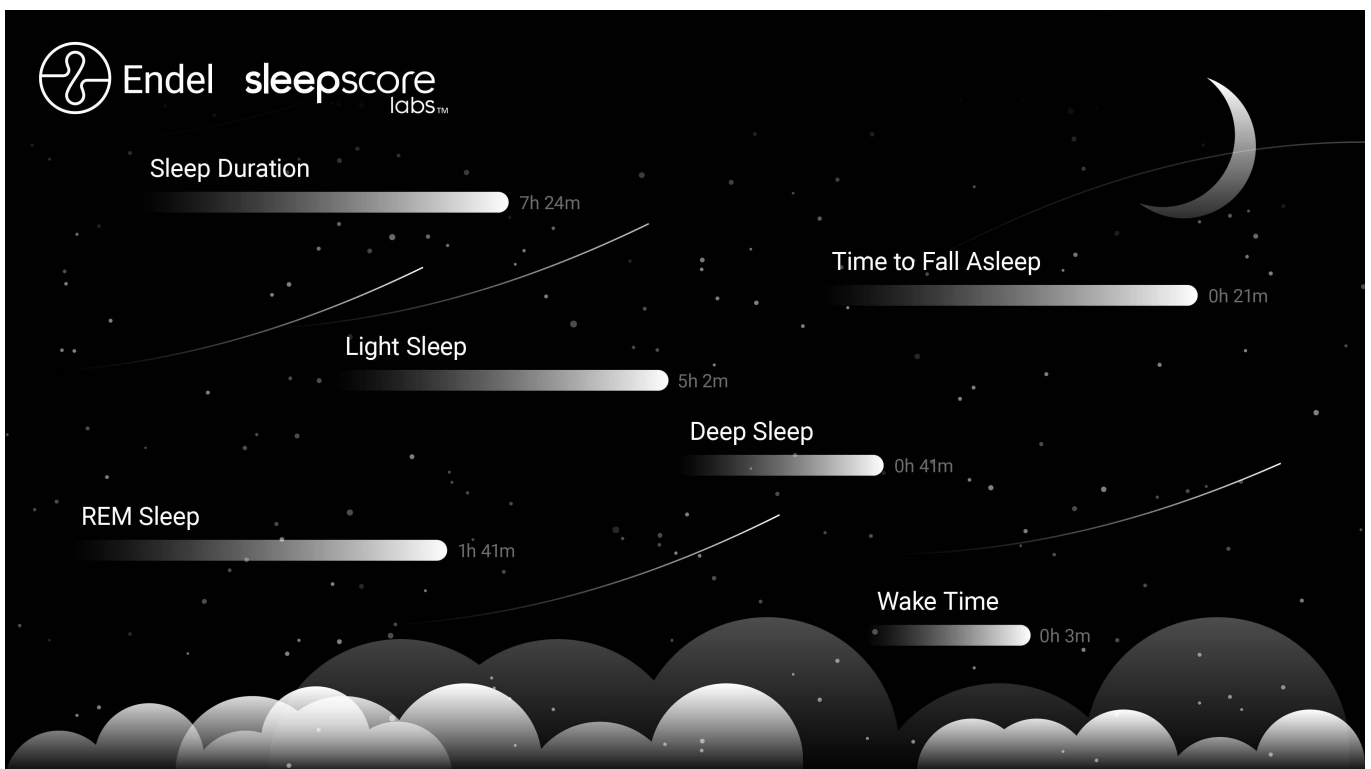


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Premiere well-being tech companies Endel and SleepScore Labs unite to make you sleep better

AI technology & sleep experts forge new tech that will radically improve your sleep

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Today, **Endel**, a pioneer in AI-powered well-being, and **SleepScore Labs**, the Sleep Science Company, announce their partnership to radically improve how we sleep. Within this strategic collaboration, SleepScore Labs' Chief Scientific Officer [Dr. Roy Raymann](#) and his team of scientists collaborate with Endel to maximize the effect of Endel's functional soundscapes. Formerly **Apple's 'Sleep Czar'** who helped develop sleep features, such as Night Shift and Bedtime, on iOS devices, Dr. Raymann will guide Endel's team in the field of sleep studies and support the development of new soundscapes by applying both theoretical and empirical findings.

Endel's Sleep soundscape is personalized and adaptive in-line with users' day-night rhythms and conditions like location, natural light exposure, movement, and heart rate. It impacts sleep quality by utilizing the best psychoacoustic knowledge and practices, and it covers the whole spectrum

of sleep-centered needs:

- Helps the mind and body turn off wakefulness and tune into sleep naturally.
- Promotes more time in deep sleep – the most restorative sleep stage of all.
- Eases the process of waking up so that users feel recharged and energized.

As a result, Endel users start the day full of energy and ready to go. Endel's other soundscapes, Focus, Relax, and On-the-Go, support well-being throughout the day.

As the only end-to-end sleep science company, SleepScore Labs leads the industry with its ecosystem of offerings, including data insights, product evaluation tools, and technology licensing opportunities for companies developing products and solutions in the sleep industry. The partnership combines Endel's AI with SleepScore Labs' research and expertise to produce the most efficient sleep sound technology on the market via Endel's Sleep soundscape, which is available starting today in all Endel's apps (iOS, macOS, Android, Alexa Skills, and Apple Watch).

In celebration, Dr. Raymann will also be leading a weekly series of science-backed recommendations for good sleep, which kicks off this week in Endel's mobile apps and social profiles. The recommendations are based on a holistic approach to sleep health that includes diet, physical activity, walks, and mindfulness practices. There is more to come from Endel soon.

From the team

“Lack of sleep and poor sleep quality is a fundamental problem in our society. About a third of Americans are not getting enough sleep, which leads to major health and productivity issues,” said **Oleg Stavitsky**, CEO of Endel *“Endel's Sleep soundscape is the most popular feature of our product, praised by our users worldwide. By collaborating with SleepScore Labs and Dr. Raymann, we are looking to bring it to the next level and validate the effectiveness of our cross-platform personalized soundscapes.”*

“Soundscapes can be an interesting non-pharmacological means to help people to achieve a permissive sleep state more easily during the night, but can also be used to wake up more gently and refreshed,” said **Dr. Raymann**, Chief Scientific Officer of SleepScore Labs. *“Scientific literature has some clues on how sound and sleep interact, and the main goal is to use these findings to help people with their sleep and induce a more parasympathetic dominant state during the night. The key is to find an approach that works for many, without impacting sleep negatively.”*

About Endel

Endel is a well-being tech company at the intersection of AI, sound, neuroscience, and art. Endel's technology creates personalized environments to reduce stress, improve sleep, and boost productivity – all backed by psychoacoustic studies and the science of circadian rhythms. The soundscapes and visualizations are adaptive, in line with personal inputs like location, time zone, weather, and heart rate.

The company runs an ecosystem of owned products for iOS, Android, macOS, Apple Watch, and Amazon Alexa, with the tvOS app coming this autumn. It is also designed for integration into various hardware platforms in mobility and hospitality in the workspace. Amazon Alexa Fund, Avex Group, and Major Lazer's Jillionaire are among the investors in Endel. Learn more at www.endel.io and follow on [Instagram](#), [Twitter](#), and [LinkedIn](#).

About SleepScore Labs

We're the sleep company that is changing the world by improving sleep based on science and leading-edge technology. SleepScore Labs was founded in 2016 by a team of sleep experts from companies, institutions, and organizations such as ResMed™, Apple, Philips, and Harvard. Together, we enable leading companies and organizations to strengthen their health and wellness offerings through the proven method of better sleep. After studying millions of hours of sleep for more than a decade, we have created the world's most comprehensive suite of services to help consumers improve their sleep and companies improve their offerings in this space. Initially a joint venture between ResMed, Dr. Mehmet Oz, and Pegasus Capital Advisors L.P., the company has grown to include other strategic partners and investors. Headquartered in Carlsbad, CA, with an office in Dublin, Ireland, we've developed SleepScore™ technology, powered by ResMed, to offer the world's most accurate sleep app. SleepScore Labs' ecosystem also provides data insights, product evaluation tools, and technology licensing opportunities for companies that are developing products and solutions in the sleep industry.

SleepScore does not provide medical advice, diagnosis, or treatment through its service or its available functions. The content and service that are provided are intended solely as resources and informational tools to improve your sleep. Always seek the advice of a physician or qualified health provider for any questions you have regarding a medical condition.

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