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Trailblazing tech Endel makes history with new Apple Watch app launch

First to engineer a technology that generates real-time custom stress-reducing sounds on your wrist

Available here: <https://apps.apple.com/us/app/endel-focus-relax-and-sleep/id1346247457>



Download in high-res: <https://endel.io/presskit/Endel-PressRelease-AppleWatch.png>

Following the success of its iOS app, tech company Endel launches a standalone full-featured app for Apple Watch today becoming the first to engineer a technology that generates real-time custom stress-reducing sounds on your wrist. Endel tracks heart rate and other personal inputs like motion type via Apple Watch to generate personalized soundscapes to allow users to achieve a higher level of relaxation, productivity, and improve sleep.

Endel was one of a handful of companies selected by Apple from across the world to be featured in the new Apple Watch's marketing campaign. The launch proves to be monumental feat in innovation for both Endel and Apple pushing hardware to the edge: the sounds are not streamed, static sounds – but instead custom sounds generated on one's wrist as the algorithm adapts to the user's current state on the fly.

The launch follows a slew of breakout achievements for Endel this year, positioning them as one of the most exciting and innovative companies in tech and wellness spaces. Such accolades include:

- Became the first algorithm to sign a distribution deal with a major label, Warner's Arts Music division.
- Produced 20 mood-based albums available on all digital streaming platforms.
- Collaborated with Toro y Moi, Washed Out, Empress Of and others to release [smartbeats](#) – an innovative music project to improve wellness.
- Launched a 24-hour [Insomnia channel](#) on Twitch to put gamers to sleep.
- Partnered with the biggest airline in Japan, ANA Airlines, to have Endel's soundscapes played on their planes to enhance the comfort.

Much more to come from Endel soon.

About Endel

Endel is a technology that creates personalized sound environments to reduce stress, boost productivity and adjust the mind and body to tackle different tasks and goals – all backed by science. Using its app, sounds change on the fly according to various personal inputs like one's location, time, heart-rate and cadence. Endel's technology is already presented as an ecosystem of products ([iOS](#), [Android](#) apps, [Alexa Skill](#), a standalone Apple Watch app + tvOS and macOS apps coming soon) and also designed to be integrated into various hardware and platforms in mobility, hospitality, retail, workspaces, etc, that will be coming soon. Major Lazer's Jillionaire, Amazon Alexa Fund, and AVEX are among some of the investors in Endel.

Endel online:

[Website](#)
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