

Withings Unveils the First Active Smart Sleep System: Withings Aura™



At the 2014 International CES, Withings unveils the next product in their ecosystem of smart health devices that will continue to lead the connected health revolution.

***Withings Aura**, already honored with the 2014 CES Innovation Award in the Health & Fitness category, intends to revolutionize the one third of our life we spend sleeping.*

Las Vegas, EMBARGOED until January 5th, 2014 @ 3:00 PM PST - Withings Aura is a cleverly designed system that both monitors and improves your sleep experience. It discreetly records your sleeping environment, providing you with a complete understanding of your sleep patterns. Using revolutionary and scientifically-validated light and sound programs, Withings Aura positively impacts your wake-up and fall-asleep experience, which are both instrumental in improving your sleep cycles and overall well-being.

Discreet yet complete monitoring

Withings Aura is comprised of a soft and discreet sleep sensor that slips under your mattress and works in synchronization with the sensitively designed bedside device. Together, the two units record and monitor an array of factors to offer you a deep understanding of your sleeping experience. The sleep sensor focuses on personal patterns (body movements, breathing cycles and heart rate) and the bedside device screens your bedroom environment (noise pollution, room temperature and light levels).

Revolutionizing sleep

Using the recorded data, Withings Aura provides you with scientifically-validated light and sound programs that will adapt to your personal body clock and positively impact your sleeping conditions.

The multi-color LED dimming lighting technology makes the most of a proven correlation between lighting wavelengths and secretion of Melatonin, the hormone responsible for the sleep-wake cycle. The delicate sound programs replicate the circadian rhythm's frequency and pattern. They relax you while falling asleep, and stimulate you upon waking up.

With additional options to create personal ambiances for relaxation, powernaps, or even jet lag recovery programs, the Aura is the perfect bedside companion when it comes to sleep.

Visualize and improve

The Withings Aura mobile App connects wirelessly to the system and allows you to access all your collected data. You can visualize your sleeping patterns, understand what wakes you up and compare past nights, right in the palm of your hand. The application lets you control all your personalized programs including your wake-up schedule. Based on settings and preferences, you can trust Withings Aura to do some real-time adjustment and start its progressive wake-up program at the most beneficial time of your sleep cycle.

Cédric Hutchings, co-founder of Withings says: *“Sleep is such a vital part of a healthy balance that we challenged ourselves to create a product that could be used not only to analyze and monitor sleep, but also to positively impact the experience. By combining environmental sensors, light and sound, we’ve been able to create a product that will give users the data and power to improve a third of their lives.”*

A stunning design, a calming energy

Elegantly designed and incorporating high-quality audio and lighting, the Withings Aura™ smart sleep system can be easily incorporated into any bedroom set-up. It not only nicely replaces a lamp, audio speaker and alarm clock, it also brings back the pleasure of sleeping for a better overall wellness.

Withings Aura will be available in Spring 2014 from select retail partners and on Withings.com, MSRP \$299 / 299€ along with a free mobile application.

About Withings

Withings is an innovative company that creates smart products and apps to help people around the world easily understand and take care of their health and well-being. Withings, founded by Cedric Hutchings and Eric Carreel, has quickly become a pioneer in the world of connected health devices and the Internet of Things. Withings has been recognized by international organizations for both its innovation and product design. Since the launch of its first product, the world’s first Wi-Fi connected scale, Withings has continued to expand its product ecosystem with products that benefit all aspects of a person’s well being. Withings now offers a wide range of lifestyle-friendly devices including the Smart Body Analyzer, the Blood Pressure Monitor, the Smart Baby Monitor and the Withings Pulse. Along with the Health Mate Application and over 100 compatible third-party partner applications, Withings provides its users with a unique 360° well-being experience. Read more about Withings on www.withings.com.

For high res. images and press releases, visit www.withings.com/press.

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