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Withings
Inspire health

What's the first thing we do in the morning? 70% of Brits hit the snooze button

Britain isn't such a 'get up and go' nation, with snoozing costing us in wellbeing, productivity and tardiness

70 per cent of Brits are snoozers according to a sleep study by health innovation company Withings, with results showing that we spend a total of four months of our lives hitting the snooze button¹. Perhaps the reason for the nations' excessive snoozing is due to a lack of overall sleep and a poor wake up experience, making them feel tired and unrested in the mornings.

A lie-in nation, 64% of the UK admits to staying in bed for more than five minutes every morning. This equates to a shocking two days a year per person and 126 million days for the nation as a whole, spent neither sleeping properly nor awake².

Withings' findings reveal that our slumber is not putting a spring in our step, with 70% of people still feeling tired after a night's sleep and only 28% defining their wake up experience as good. It seems that it is not a case of quality over quantity either when it comes to the UK's sleeping habits, with the average person only managing to bag six hours 42 minutes a night³, over an hour less than the recommended eight hours. Even in the era of the smartphone, our wake-up methods have remained unchanged, with 44% of electronic device users still opting to wake up to the sound of a classic alarm clock bell.

Giving new meaning to the phrase 'a rude awakening', almost three quarters of respondents (73%) believe that a bad wake up experience can ruin their day, which, in turn, they believe affects their concentration (40%) and wellbeing (25%). Half of Brits think that the best way to improve their wake up experience would be to eliminate the alarm entirely and let their body clock wake them up.

The French tech firm are combatting snoozing behaviour and its bad consequences for our wellbeing with the launch of the Withings Aura - a cleverly designed sleep system that is set to provide a smooth wake up experience and mark the end of the snooze.

Following research showing that a fifth of the nation (21%) has admitted to having thought about smashing their alarm, the '*No More Snooze*' campaign has been created in conjunction with the launch to encourage people to banish the snooze button as well as giving them the chance to smash their alarm virtually. This campaign aims to increase awareness about sleep and wellbeing, the study showing that only 46% of surveyed Brits were considering sleep as mandatory for their health.

Cedric Hutchings, founder of Withings commented, "*Whilst people of the UK seem to be fans of hitting the snooze button, what they don't realise is that this extended lie-in is in fact making everyone more tired. At Withings, we are dedicated to improving the overall*

¹ Calculation based on average life expectancy of 81.5, therefore from 18 years old to 81.5 = 63.5 years multiplied by the below calculation of 2 days a year.

² Calculation based on an average of 7.5 minutes snoozing a day (7 days a week, 365 days a year) and a UK population of 63 million.

³ Calculation based on the mean average of 6.7 hours (6 hours 42 minutes)

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sleep experience, and our all-new Withings Aura does just this, enabling users to both fall asleep and wake up based on their body's natural pattern, rather than being interrupted by a continual snooze alarm."

Withings Aura will be available from 25th August on Withings.com, Amazon and at Currys-PC World and Apple stores, RRP £249.95

Find out more about No More Snooze and the Withings Aura at www.nomoresnooze.com

*Research conducted between 29 July and 4 August by Opinion Matters with 2,050 respondents

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Notes to Editors

Discreet yet complete monitoring

Withings Aura is comprised of a soft and discreet sleep sensor that slips under your mattress and works in synchronisation 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 environment⁴ (noise pollution, room temperature and light levels).

Revolutionising sleep

Withings Aura offers a Smart WakeUP function with scientifically validated light and sound programs to make sure you emerge from a light sleep cycle - the best way to start the day feeling revived.

The multi-colour 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 or powernaps programs, the Aura is the perfect bedside companion when it comes to sleep.

Visualise and improve

The Withings Health Mate mobile App connects wirelessly to the system and allows you to access all your collected data. You can visualise your sleeping patterns and compare past nights, right in the palm of your hand. The application lets you control all your personalised programs including your wake-up schedule. Based on settings and preferences, you can trust Withings Aura to 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 analyse 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

⁴ Available soon with free software update

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lamp, audio speaker and alarm clock, it also brings back the pleasure of sleeping for a better overall wellness.

About Withings

Withings is the company that leads the connected-health revolution. Founded by visionary innovators Cédric Hutchings and Eric Carreel, Withings create products and services that empower people to track their lifestyle and improve their everyday well being for a better long-term health. Emotional, flawlessly designed and simple-to-use, they seamlessly introduce cutting-edge innovation into people's daily routine. Since 2009, Withings has built a range of products that covers the whole health spectrum including the Withings Pulse (activity tracker), the Smart Body Analyzer, the Wireless Blood Pressure Monitor and Withings Aura. Every piece of collected data comes to life into the Withings Health Mate application where users get coaching and motivation tools to shape every aspect of their health.

Read more about Withings on www.withings.com.



Withings
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Smart choices for healthy living

