

Withings and Spotify Energise the Wake Up Experience With New Capabilities to the Aura Sleep System

Withings partnership with Spotify offers users a tailor-made wake up experience



Berlin, September 2015 - Withings, the leaders in the connected health revolution, announces a partnership with Spotify, the music streaming specialist to offer its Aura users a complete wake up and sleep experience. Aura is the first connected Alarm Clock compatible with Spotify Connect, that allows access to Spotify's¹ entire catalogue of over 30 million songs for their wake up and sleep experience. And for an even more personalised experience, Withings is developing a system of recommendation to their users based on playlists effectiveness on waking and falling asleep. Also, Aura will now be available in two devices: the new Aura Connected Alarm Clock and the Aura Total Sleep System, adding a sleep sensor to the bedside device to analyse one's sleep cycles.

The best wake-up experience

According to a sleep study conducted by Withings, 73% of UK respondents say a bad wake up can have a very negative effect on their day. To help start the day, energised users are gradually woken up with the blue melatonin light and Spotify music. The light helps to make users more alert and the music can be chosen and selected from any of the Spotify playlists.

¹ Spotify premium accounts only

Users with the sleep sensor, which focuses on understanding personal patterns such as body movements, breathing cycles and heart rate, can choose to trust the Aura to wake them up at the most beneficial time of their sleep cycle.

The most efficient sleep experience

The Withing Aura is the perfect bedside companion when it comes to sleep, mixing the benefits of light therapy and sleep-dedicated playlists from Spotify. To fall asleep in the best conditions, Aura combines the benefits of light therapy and music specifically designed for sleep. The red light scattered by the Aura is the only light not inhibiting melatonin secretion, and thus helps the user to fall asleep gradually. Colourful noises, nature sounds or relaxing music, as many playlists as Spotify adds to its library available from Aura to sleep on a progressive program of 20 minutes. Some coloured noises are known to have a real impact on sleep, such as pink noise regulating the brain waves and optimising sleep.

Withings unique expertise

Spotify provide users with the best music for every moment and to compliment this Withings has created a dedicated Spotify account (available here: [Withings](#)) which suggests the best music to wake up and fall asleep.

This is only a first step, Withings will provide by the end of year a sophisticated recommendation system directly available in the Health Mate application. Suggestions will combine the user's musical tastes and the efficiency of given music in helping similar users fall asleep or get out of bed, based on aggregated data from Aura Sleep Sensors worldwide.

Cedric Hutchings from Withings says, *“By combining environmental sensors, light therapy and now thanks to our partnership with Spotify, the most personal of musical choices, we can help people get the better start they deserve and attack the day energized after a sound night’s sleep.”* '

“Whether socialising with friends, relaxing at home or getting motivated at the gym, Spotify helps you find the right music” said Riad Hawa Business Development Manager at Spotify. “We are excited about being integrated in the Withings Aura product as it helps our users enjoy their Spotify sleep and wake up playlists in a more integrated and meaningful way and we hope this will positively impact the quality of their sleep and well being.

A new range of Smart Alarm Clocks.

The Aura range now has two products: Aura Connected Alarm Clock and Total Sleep System.

Aura Connected Alarm Clock

- Aura Alarm clock
- Wake up and sleep Programs
- Environmental parameters of the room
- Spotify Service and web radios
- RRP: £149.95
- Available on Amazon and www.withings.com

Aura Total Sleep System

- Aura alarm clock + sensor
- Wake up and sleep Programs
- Environmental parameters of the room
- Sleep Sensor analysing nights
- Spotify Service and web radios
- RRP: £249.95
- Available on www.withings.com and partners

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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 wellbeing 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 (smart scale), the Wireless Blood Pressure Monitor and Withings Aura (Smart Sleep System). 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. For high resolution images and press releases, visit www.withings.com/press.