



## **NightBuds by Kokoon - Smart earbuds making sleep easier and more enjoyable**

*Experience sleep like never before: Immersive, intelligent audio to help you improve and enjoy your sleep.*

*At just 5.4mm thick, NightBuds are the world's thinnest Bluetooth headphones*



View a video explaining how NightBuds work [here](#)

**London 14<sup>th</sup> October 2020, 11am EST, 4pm UK**, Sleep technology expert Kokoon is today pleased to announce the newest product in its sleep audio range is now available to back on Kickstarter [here](#). NightBuds is the follow up product to Kokoon's hugely successful sleep headphones, launched in 2015, which went on to sell over 30,000 units. The NightBuds, at just 5.4mm thickness are the smallest in-ear sleep audio product currently available with pledges starting from £99/\$129 and delivery expected in Q2 2021.


NightBuds are tiny, sleep sensing headphones that work with an app to intelligently look after sleep. Developed with staff at Europe's largest sleep laboratory, NightBuds automatically adapt audio as the wearer falls asleep then provide insights and coaching specific to them, to improve their sleep.

With the increased anxiety, isolation and screen time during this pandemic, more than half the population<sup>1</sup> are now struggling with sleep. NightBuds help consumers escape stress, an active mind, snoring, noisy neighbours and find the perfect, peaceful sanctuary to enjoy better sleep & relaxation.

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<sup>1</sup> <https://www.kcl.ac.uk/news/how-the-uk-is-sleeping-under-lockdown>

## Features at a glance:



Your audio,  
adapting to you



Comfort in bed



Sleep Monitoring



Auto-pause/Bookmark  
upon sleep



Sleep Coach  
Technology



Immersive 4D  
binaural audio



Clear Calls &  
audio



Noise blocking  
& masking

Audio is one of the most effective natural ways to help the mind disconnect and wind down. NightBuds enable users to listen to their own audio (audiobooks, podcasts, music) in a smarter manner automatically fading out as they fall asleep and bookmarking where they left off enabling them to pick back up in the right place the next day.

NightBuds utilise Kokoon's Sleep Coaching Technology and monitor sleep (via PPG & accelerometers) to provide personalized insights and recommendations specific to the user, to improve their sleep. Applying Cognitive Behavioral Therapy for Insomnia (CBT-I), widely recognized as the most effective treatment to aid sleep<sup>2</sup> users have access to AI coaching that is personalized to them based on their sleep.

Within the app users can "create their own Kokoon", an immersive 4D binaural soundstage through which listeners can experience incredible relaxing audio escapes such as the "Misty Mountain Hideaway". From within this space they can enjoy their own audio to discover a whole new experience.



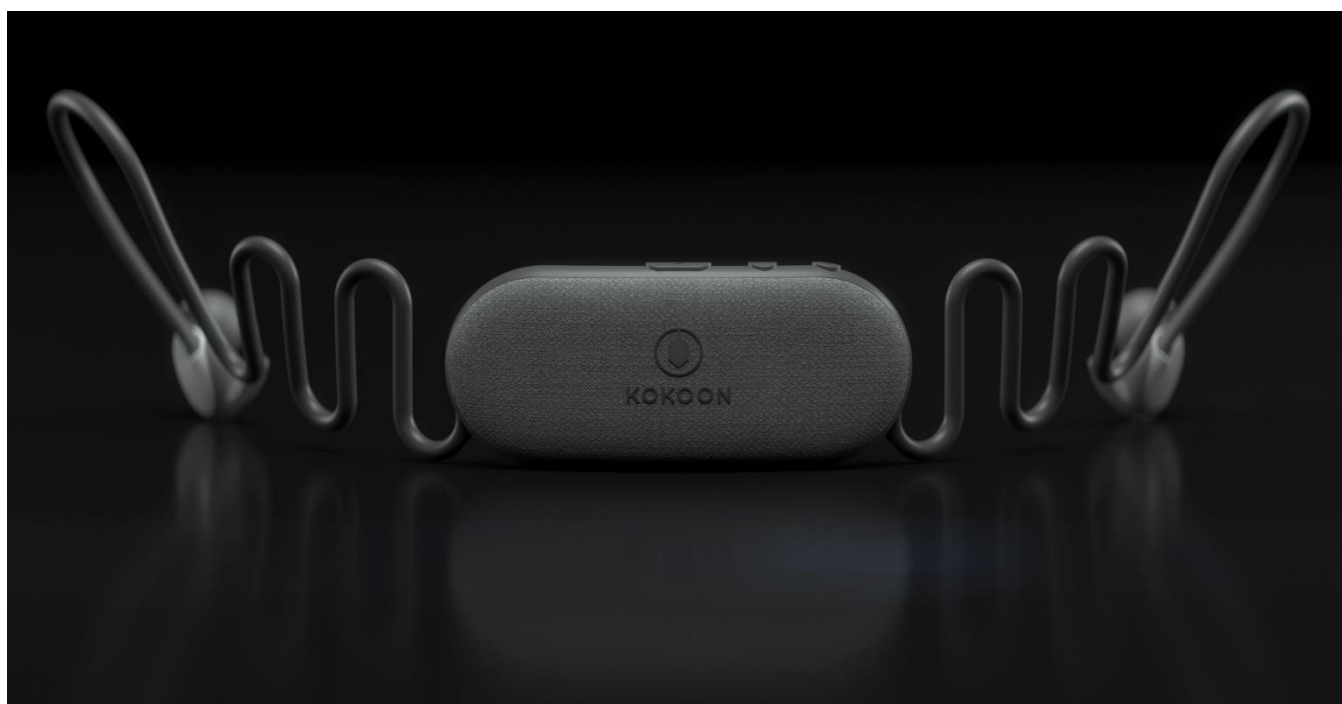
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<sup>2</sup> Behavioral Therapy Works Best For Insomnia, American Psychological Association, October 2016 link: <https://www.apa.org/monitor/2016/10/insomnia>

For the last 7 years Kokoon has been developing headphones that are comfortable for use in bed. NightBuds are designed to be worn through the night in all positions including side sleeping. The soft, ergonomic buds are incredibly thin; just 5.4mm thick which is over 391% thinner than the average Bluetooth earbud<sup>3</sup>. This thin size has been enabled by Kokoon's patent pending 5 point anchor system which locates electronics behind the head.



Keeping sleep disturbance free is key to a good night's sleep. NightBuds block out snoring or noisy neighbours with noise isolation and dynamic noise masking. Also useable as regular Bluetooth 4.0 headphones, NightBuds enable hands free calls and feature crystal clear acoustics courtesy of NightBuds premium balance armature drivers.



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<sup>3</sup> Calculated by selecting the average thickness of Apple AirPods, Apple AirPods Pro, SONY WF-1000XM3, BOSE SoundSport, and Samsung Galaxy Buds

## Product comparison with Bose SleepBuds v2 & AmazeFit ZenBuds

How do NightBuds compare?	Kokoon NightBuds	AmazeFit ZenBuds	Bose SleepBuds
Regular Audio listening	Yes	No	No
Thickness in-ear	5.4mm	9.1mm	12.7mm
Smart auto-pause & bookmark	Yes	No	No
Sleep Coach Technology	Yes	No	No
Call Mic	Yes	No	No
Sleep Analysis	Yes	Yes	No
Noise masking	Yes	Yes	Yes
Personal alarm clock	Yes	Yes	Yes
Price	\$249 (\$149 Kickstarter exclusive)	\$149	\$249

### Product launch

Launching for pre-order on 14th October 2020 on Kickstarter for \$159/£122 (Limited number available at \$129/£99), RRP \$279/£219

### Supporting materials

The Kickstarter page will be available upon launch here:

<https://www.kickstarter.com/projects/kokoon/nightbuds-smart-earbuds-for-better-sleep-and-relaxation>

High resolution imagery is available [here](#)

Science introduction with Dr Simon Merritt (Chief Sleep Scientist) [here](#)

Brand and product logos [here](#)

For product spec sheets, please click [here](#)

For more sleep statistic information, click [here](#)

### About Kokoon:

Kokoon was founded in 2013 with the mission to become a non-pharmaceutical, digital 'go to' for helping people relax and sleep easier. **Kokoon's founder Tim Antos** struggled with insomnia himself. After attending many sessions at a sleep clinic he wanted a more convenient, cheaper way of getting access to the insights and techniques he was introduced to. *"I wanted to make all this knowledge, all these great tools I learnt in the sleep clinic more accessible to the everyday consumer to use on their own terms".*

Tim realised that there was a need for a more accessible consumer friendly solution that better fitted within modern lifestyles and could be used irrespective of the frequency or severity of a person's issue. With the advances in data, science and sensing technologies, Tim and fellow engineer and co-founder Richard came up with the concept behind Kokoon. Visit <https://kokoon.io> for more information on Kokoon Technology.

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