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Press Release - High Point Market

Leading UK sleep tech company chooses the High Point Market to launch its innovative smart pillow

Cambridge Sleep Sciences (CSS), a pioneer in sleep research and technology, is exhibiting for the first time at the Fall High Point Market to introduce buyers to the brand new Mammoth SmartPillow, featuring its unique SleepEngine™ sound technology.

Developed in partnership with the global bedding brand Mammoth, the SmartPillow introduces an innovative technology solution to the bedding category and has already generated great interest from worldwide brands during its research and development stages.

The pillow itself is made from a fully moulded MedicalGrade™ foam which delivers effective pressure relief and cooling through the night. Within the pillow is a slender pouch which houses the compact SleepEngine™ unit containing two in-built speakers which play scientifically developed sound waves to help the brain restore healthy natural sleep patterns. The unit is controlled by a bespoke app and includes a range of sleep programs, including a nap mode, to provide users with a sleep experience to suit their lifestyle.

SleepEngine™ technology comprises psychoacoustic sounds with sinusoidal waveforms. When one of the sleep programs is played in stereo through the high quality mini speakers in the pillow, the low-frequency tones guide the user into sleep. They follow natural sleep cycles in the correct order until the chosen sleep program ends and the user wakes up at the right time in the sleep cycle, feeling refreshed and energised.

The technology has been developed and refined over more than 10 years by a team of researchers, scientists, sound and medical experts. The result - a unique audio solution that helps retrain the brain to rediscover optimal sleep – a key component for mental, physical and cognitive wellbeing.

“We are delighted to be exhibiting at our first High Point Market – it provides a great platform for us to launch the SmartPillow into the international market” commented **Julian Stone, CEO of CSS**. “Ever since we launched our SleepHub® sleep aid four years, which uses the same SleepEngine™ technology, we have seen strong sales and interest in the US and the rest of the world. The high quality pillow featuring our exclusive technology offers something truly different to the bedding category and creates new revenue potential for wholesalers, distributors and retailers alike. We’re looking forward to meeting buyers during the Market, demonstrating the pillow and discussing market opportunities together.”

In addition to the SmartPillow, CSS will be showcasing a range of other applications for the SleepEngine™ technology including mattresses and streamed audio using the Bowers & Wilkins Zeppelin wireless speaker. They will also be demonstrating a brand new Smart Mattress Topper which uses textile sensors to measure motion whilst lying down.

The Mammoth SmartPillow is available worldwide and delivery will be made before Christmas on all orders taken during the Market. You will find CSS in Furniture Plaza – 518, Floor 5.

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About Cambridge Sleep Sciences

UK-based Cambridge Sleep Sciences Ltd develops technology which improves natural sleep. Using the principles of neuroscience and cutting-edge sound technology to enhance brain activity during sleep, its innovative solutions aim to improve health and wellbeing, and enhance quality of life.

Its SleepEngine™ technology has been developed and refined over a decade by a team of researchers, scientists, sound engineers and medical experts. This unique technology produces sounds which emulate the waves created by the brain during sleep cycles. The sleep sounds guide the user's brain through the sequence of healthy sleep cycles, helping them fall asleep and achieve the quality of sleep they need in a consistent and optimal way.

The SleepEngine™ technology was first delivered to the market through its pioneering SleepHub® product, an electronic bedside sleep aid which has achieved sales worldwide. Now available to license, CSS is partnering with a range of leading global brands to develop embedded and streamed applications of the technology. The Mammoth SmartPillow is the first product to be launched on this basis.

Find out more at: cambridgesleepsciences.com and [LinkedIn](#)

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