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aXbo – a revolutionary way to wake up – made in Austria

Two Austrians have launched a sensational global innovation on the market. The sleep phase alarm clock aXbo makes an optimal start to the day a reality. The "good morning" revolution: get up well rested and alert every day.

Vienna, November 2006 – First introduced to the public in January of 2006, the world's first sleep phase alarm clock is on its way to revolutionizing the way we wake up. The topic is more relevant than ever: starting the day fresh and well rested is the dream of many. And with the sleep phase alarm clock aXbo it is indeed possible to wake as if you had woken up yourself, naturally.

How is it working

The sleep phase alarm clock, developed and patented by Boris Eis and Axel Ferro, functions sensationally. Every person goes through several sleep phases each night in which deep sleep, light sleep and dream periods alternate. Each of these phases is characterized by different body movements. And here is where the concept of aXbo takes hold: simply by registering the different movements, the various sleep phases can be differentiated and thus the optimal waking time can be determined – within the last 30 minutes before the desired waking time. The effect is waking up as if you had woken up naturally. The start of the day becomes a positive experience – the dream of all those who consistently get up on the wrong side of the bed in the morning. aXbo has revolutionized the act of waking up and allows you to start the day relaxed and in a good mood.

Global innovation - Made in Austria

The revolutionary alarm clock can be ordered online at www.axbo.com. The price of one is unit €199. The "aXbo Limited" edition will be delivered as a set for 2 people (more about this feature, see below).

Good morning. Every day.
www.axbo.com



The development

With aXbo, the two innovators Boris Eis und Axel Ferro have not only realized their own dream but have fulfilled a global wish: to get up fit and ready for action; to be fresh and well rested in the morning.

The inventor Boris Eis started researching waking habits during the middle of the 90s. "While studying in Graz I realized that sometimes I woke up easily, sometimes poorly, regardless of how long I actually slept. This bothered me," says the 34-year-old Austrian.

What followed were intensive discussions, thorough research, and studies on sleep phases and their differentiating characteristics. An intensive collaboration with university professor Dr. Georg Dorffner, managing director of The Siesta Group, enabled the utilization of the world's largest normative database containing sleep profiles of healthy probands. "In one study using the world's largest normative database for healthy sleep we were able to prove that a correlation exists between the sleep phase of a person and his or her sleep movements. In addition the stage at which the person is woken has an effect on the subjective condition experienced by the person after waking," explains Dorffner.

At this point in time, the differentiation among sleep phases was only possible with measuring instruments which required wiring (EKG, EEG etc.). "Only through our studies was the significant correlation between movement and sleep phases verified. These new findings, combined with sophisticated technology, yielded the possibility of a wireless transmission," says Axel Ferro. A small sensor contained within a comfortable wristband made of terry cloth registers movement during sleep and transmits information to the alarm clock, which in turn interprets the information.

Perfectly-engineered product

The following years were dominated by the high demands made on themselves by the Austrian innovators. The alarm clock had to be perfect: it must feature easy usability, good readability and minimal radiation levels. The young designer star Rouven Haas came up with aXbo's sensational design. The intuitively simple operation is also a result of this collaboration. Thanks to the perfectionism of Boris Eis and Axel Ferro, there is a nearly negligible level of radiation for the user. The aXbo sensors only transmit when a movement is made, and then for only a hundredth of a second per movement and with a ten-thousandth of the radiation of a cell phone.



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aXbo can be used for two people

The determination to produce a mature, perfectly-engineered product has made aXbo a sensation. The alarm clock may be used to wake two people at different times in the same bed. Due to the low threshold in the optimal sleep or waking phase, the one will not be disturbed while the other is being woken. aXbo is also equipped with a fall-to-sleep mode: the alarm clock recognizes when you have fallen asleep and the optional sleep melody automatically fades out. Sleep data for two persons can be saved for up to 14 days and may be transmitted via USB cable (included with purchase) to a computer and then evaluated online at the homepage.

Evidence of the effect of aXbo

A study published by The Siesta Group Schlafanalyse GmbH documented aXbo's effects. In the study undertaken by this sleep laboratory center, over 30 probands tested the aXbo sleep phase alarm clock prior to its official market launch. In comparison to the base measurement, the respondents felt "more alert," "more cheerful" and "less apathetic" on the mornings in which they were appropriately woken by the aXbo in comparison to the mornings in which they were randomly woken. The uniform feedback from respondents was that it is a sensational feeling to start the day feeling fit and rested; and further, that it feels as if you had woken up on your own.

Power Napping

The two entrepreneurs and innovators are already working on additional possibilities such as a function for brief sleep (so-called power napping) and the possibility to determine waking times in accordance with dream phases in order to better remember dreams.

On this note: sleep well and wake up rested!
Good morning. Every day.

Press-ready photos may be downloaded online at www.axbo.com in the "Pressecorner."

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