



aXbo iSnooze: release of the first intelligent snooze function

Today, the Viennese company infactory launched a new function for its aXbo sleepphase alarmclock. The new iSnooze function is worldwide the first intelligent snooze function. The term intelligent is used here, since when snoozing with iSnooze your sleep phases will be considered – unlike conventional wake up methods which just wake you at fixed intervals. With the activated iSnooze function, the aXbo user will thus be woken gently – according to the main promise of a sleepphase alarmclock – from an optimal sleep phase for a second time while dozing. The upgrade of the firmware “iSnooze” will be provided for free by download of the software “up2date” on www.axbo.com

Vienna, 28th February 2011 – With the development of iSnooze the Viennese company, under the leadership of aXbo inventor Boris Eis, demonstrates once again its pioneer function within the segment of innovative waking systems. In co-operation with famous sleep scientists Boris Eis developed the worldwide first sleepphase alarmclock, which has been presented to the public 5 years ago. With iSnooze, an innovative additional function for stress-free snoozing has been presented today.

How does iSnooze work?

Like the aXbo sleepphase alarmclock’s waking function, iSnooze is based on a specially developed algorithm that can work out which sleep phase you are in from your body movements. For this purpose the aXbo user wears a comfortable toweling wristband with a movement sensor. The night before you just have to set the aXbo concerning if and how often you want to snooze. When your aXbo wakes you in the morning, the intelligent snooze function can be activated by pressing the sensor. Within a maximum time frame of 30 minutes the sleepphase alarmclock searches the next optimal waking time.

Why snooze intelligently?

Boris Eis, the inventor of the first sleepphase alarmclock, rejected a classic snooze function for many years. “Classical snoozing, of the kind you get with your mobile phone, lasts between 5 and 9 minutes. The probability of being woken from an unsuitable sleep phase in such a short time span is very high and contradicts the purpose of having a sleepphase alarmclock to begin with.” A time frame of up to 30 minutes can be selected in order to let you be woken optimally even when you’re snoozing. “The window might seem unusually long, but the fact that, on average, you wake before the last set time combined with the fact that most people usually press the snooze button more than once makes everything relative,” explains Eis.



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How aXbo works

Everybody goes through several cycles in the night, alternating between deeper and lighter sleep phases. Each of these phases is marked by different body movements. Purely by means of this activity, the sleep phases can be distinguished and your optimal waking time determined. aXbo wakes you gently within the last 30 minutes before your set waking time from an optimal sleep phase at a moment when you are already almost awake, giving you an effortless start to your day, making you feel better and more productive – all day.

Where to get your aXbo

The aXbo sleepphase alarmclock is available as Single or Couple (for 2 people) in various colours at selected retailers/stores or at www.axbo.com from EUR 179,--

Photos and podcasts for download:

Photos in print quality are available to download from www.axbo.com

Podcasts at www.axbo.com:

- Boris Eis, inventor of the aXbo sleepphase alarmclock

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