

# BOSE ENTERS THE SLEEP MARKET

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12 : 07 : 2018 Wellness : Health : Design



Sleepbuds by Bose, US

US – Electronics brand Bose has launched its wireless Sleepbuds – its first product designed to mask noise and improve sleep.

The earbuds are Bose's smallest-ever product and come with 'sleeptracks' that mimic the frequencies of noises such as snoring, dogs and traffic, concealing them beneath a layer of sleep-inducing audio. With these features, the Sleepbuds can optimise the wearer's sleep for up to 16 hours.

'Noise-masking is a science,' says Daniel Lee, systems engineer for Bose Sleepbuds. 'It's more than ambient sound or white noise. You can't achieve it by simply turning up the volume on calming songs.'

With sleep deprivation costing the US economy **\$411 billion** a year, the market for products that optimise sleep is booming and motivating companies such as Bose to reconsider how they design audio technology.