

CASPER'S NIGHTLIGHT IS CONTROLLED BY GESTURES

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Casper Glow Light



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US – Direct-to-consumer brand **Casper** has expanded its product line-up with a smart nightlight designed to support better sleep.

Casper Glow is a wireless LED lamp that dims and brightens over the course of 45 minutes to ease users into sleep, or gently wake them up. Although settings and scheduling can be adjusted through a proprietary app, the light is primarily controlled by a series of simple gestures: flip to turn on, twist to adjust brightness and shake for low-level light. 'It's intentionally designed to be driven by intuitive gestures, so you can use it at your sleepest,' says Jeff Chapin, Casper co-founder and chief of product.

Providing natural cues to encourage sleep, the Glow also emits warm light to counter the stimulating effects of blue light produced by screens and smart devices, which can interrupt natural circadian rhythms. As such, the sleep-friendly device reflects the evolution of the **Sleep Market**, which we will explore in more depth in our forthcoming Sleep Market 2.0.