



SleepIQ® Technology in the Sleep Number 360™ Smart Bed

The Sleep Number 360™ smart bed is powered by SleepIQ® technology – a touchless, biometric sensor technology that tracks sleep during the night. Launched by Sleep Number in 2014, SleepIQ technology tracks sleep by gathering hundreds of readings per second continuously (heart rate, motion and breathing). Based on that data, a proprietary algorithm delivers a personal SleepIQ® score, from 1 to 100, each morning. In 2017, SleepIQ technology in Sleep Number 360™ smart beds will be updated to automatically adjust the comfort of the bed during the night to keep each sleeper comfortable all night long.

Sense and Do Technology

The Sleep Number 360 smart bed is powered by the new SleepIQ® platform – the brains of the bed – which takes sleep tracking to the next level. Not only will SleepIQ track sleep by sensing a sleeper's biometrics and movements, it now will integrate with both the new smart mattress and smart FlexFit™ adjustable base to create an effortless, optimized sleeping experience. SleepIQ powers the new 'sense and do' technology in the Sleep Number 360 smart bed, which offers:

- Self-adjusting comfort throughout the night. As sleeping positions change during the night, SleepIQ technology senses both partners' movements and signals to the bed's dual-adjustability feature to adjust the comfort in real time with ResponsiveAir™ technology.
- Automatic snore detection and adjustment. The SleepIQ platform reads the snorer's biometrics and communicates with the adjustable base to automatically raise the snorer's head seven degrees to help temporarily alleviate the symptoms of common, mild snoring in otherwise healthy adults.
- Foot-warming feature to fall asleep faster. Research shows that people fall asleep faster when their feet are warmed. Through SleepIQ technology, the base knows the sleepers' bedtime routine and warms the foot of the bed automatically before bed with Rapid Sleep Onset™ technology.

The new software update also offers a more robust user profile and makes bed ownership smarter, more convenient and completely individualized. For example, a person can control how automated they want their sleep experience to be, and can choose sleep goals and bedtime routines that meet their unique needs. The SleepIQ platform even knows what time the sleeper would like to wake up, and will wake them up when they are in their lightest stage of sleep during their desired wake-up time window. These new SleepIQ features will be available in 2017 in the Sleep Number 360 smart bed.

Connectivity

From fitness trackers to smart thermostats, SleepIQ technology connects to a person's life so they know what is needed for their best sleep. For example, SleepIQ data coupled with Fitbit® data offers insights on how a fitness routine impacts sleep. SleepIQ works with the Nest Learning Thermostat™ to identify the optimal bedroom temperature for sleep. The list of SleepIQ® API (Application Program Interface) data providers include:

- Health apps: Apple® Health
- Fitness trackers: Fitbit®, MapMyRun™, Microsoft® Health, Withings Health Mate™
- Sleep environment: Nest Learning Thermostat™

New features, functionality and data providers are pushed out through software updates, so the SleepIQ software is always updated.

SleepIQ Algorithm

SleepIQ data gives users knowledge about how they are sleeping and the power to adjust variables that impact their sleep quality. After using SleepIQ for a few weeks, the algorithm learns each person's ideal sleep habits and comfort preferences and uses predictive analytics to suggest how to get their best sleep. The proprietary SleepIQ algorithm understands how physical activity, diet and environment affect sleep

quality, and makes personalized recommendations for a better night's sleep. For example, SleepIQ technology currently:

- Delivers individualized sleep tips based on the users' personal data to drive an even better understanding of how to improve sleep.
 - *You have your highest SleepIQ score when you get 8 hours of sleep.*
 - *You have your highest SleepIQ scores when you go to bed at 10 pm; keeping a consistent bedtime routine will help you sleep better.*
- Connects to fitness trackers, health apps and sleep environment devices, and within approximately four weeks, SleepIQ will notice trends and deliver tips to improve overall wellness.
 - *Great job running 5 times last week; a consistent workout routine leads to better sleep.*
 - *Your SleepIQ score is best on days you're active.*
 - *Your SleepIQ score is better when your room temperature is between 66-68 degrees.*

Effortless Sleep Tracking

SleepIQ technology will be integrated inside the Sleep Number 360 smart mattress. Compared to other sleep tracking technologies, such as wearables that measure one single touch point, SleepIQ technology captures full-body measurements. Therefore, all a person has to do is get into bed and sleep. Specifically:

- Many wearables track rest-activity cycles using an accelerometer to record movement (an approach known as actigraphy).
- SleepIQ technology uses advanced biometric sensors integrated within the bed's dual-adjustability technology to track heart rate (an approach called ballistocardiography). It uses a full-body algorithm to gather hundreds of readings per second (motion, heart and breathing rates, and restfulness), which provides a more holistic view of an individual's sleep.

About Select Comfort Corporation

Nearly 30 years ago, Sleep Number transformed the mattress industry with the idea that 'one size does not fit all' when it comes to sleep. Today, the company is the leader in sleep innovation and ranked "Highest in Customer Satisfaction with Mattresses" by J.D. Power in 2015 and 2016. As the pioneer in biometric sleep tracking and adjustability, Sleep Number is proving the connection between quality sleep and health and wellbeing. Dedicated to individualizing sleep experiences, the company's 3,600 employees are improving lives with innovative sleep solutions. To find better quality sleep visit one of our 530 U.S. Sleep Number® stores or Sleepnumber.com.

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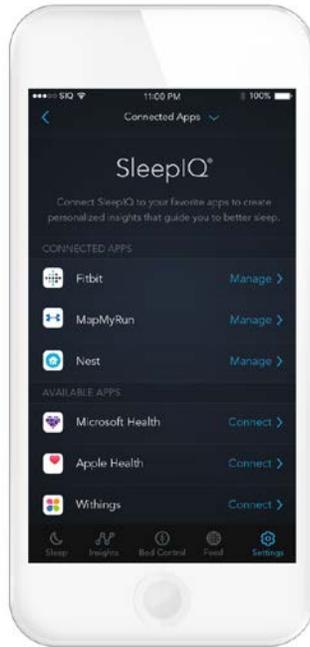
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Photos available for download:





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