

SleepIQkids™

TONIGHT BEDTIME. TOMORROW THE WORLD.™

sleep  number.

Introducing the Sleep Number® SleepIQ Kids™ Bed

The SleepIQ Kids™ bed is the smart bed for smart kids. It is the only bed in the world specifically designed for kids' unique sleep needs and the only bed that adjusts with children as they grow. Using effortless technology, the bed combines individualized sleep knowledge with adjustability to empower parents and children to achieve their best possible sleep. There's nothing to wear or turn on. All kids have to do is sleep. By helping parents give their children the best night's sleep tonight, kids can be their best tomorrow.

The SleepIQ Kids bed is Sleep Number's latest sleep innovation. In recognition of its outstanding design, innovation and consumer value, the SleepIQ Kids bed was selected as an Honoree in the 2015 Consumer Electronics Show Innovations Awards in the Home Appliances category.



Smart Bed for Smart Kids

The SleepIQ Kids bed features eight smart solutions that improve sleep for both parents and children:

- **Family connected, sleep perfected:** The SleepIQ® technology sleep dashboard lets parents see how the whole family is sleeping.
- **Know the comfort they're getting:** The bed adjusts and grows with kids. They can adjust the firmness of the bed for comfort and support – their Sleep Number® setting.
- **Lifts them up when they're down:** Head-tilt feature is for reading in bed or comforting stuffy heads.
- **No more kiddos jumping out of bed:** Alerts parents when their child is out of bed or restless.
- **Stars for young dreamers:** Make bedtime fun again with rewards for good sleep.
- **Night bright, night light:** Parents can turn lights off remotely—when their kids are sleeping tight.
- **Twinkle, tinkle:** Soft under-bed light guides children when they get up during the night.
- **Monsters be gone!:** Sleepyheads rest easy with a fearless monster detector.

The Bed that Grows with Your Child

The SleepIQ Kids bed is the only kids' bed in the world that provides parents and kids with knowledge and adjustability. It starts with adjusting the bed for comfort and support for each stage of a child's life – this is called your Sleep Number setting. Smart features adapt to each stage of a child's life, giving kids their best sleep.

- **4- to 6-year-olds:** Parents can help guide and coach good sleep routines for young children.
- **7- to 9-year-olds:** They begin managing their own bedtime routine and using smart devices. They can use the SleepIQ technology to coach and encourage themselves.
- **10 years old and older:** Kids become more independent and have more to manage with homework, exams and other activities. At this age, they can use the SleepIQ technology to help manage their own sleep and SleepIQ score. They learn how choices (like sugar and late night snacks), stress and activities (like sports) impact sleep.

Knowledge is Power

- Using effortless technology, the SleepIQ Kids bed combines individualized sleep knowledge with adjustability to empower parents and children to achieve their best possible sleep. There's nothing to wear or turn on. All kids have to do is sleep.
- Sensors work directly with Sleep Number DualAir™ technology (including adjustable air chamber and Firmness Control™ System) to adjust the child's bed for individualized comfort.
- The technology monitors presence in bed, average breathing and heart rate and movement, and it uses a full-body algorithm to assess quality of sleep, assigning a SleepIQ score each night.
- Through the SleepIQ activity tracker and individual SleepIQ data, parents and kids can identify routines that affect sleep, such as exercise and screen time, and learn what level of comfort and support (Sleep Number setting) are needed to achieve great sleep.
- Parents or kids can adjust the bed for comfort and support by stages of a child's life.

Price and Availability

- The SleepIQ Kids bed is available in Twin, Full or Queen sizes, and starts at \$799.99 for a k1 Twin mattress.
- The SleepIQ Kids bed is available exclusively at more than 460 company-owned Sleep Number stores across the United States and at www.sleepnumber.com.

Tonight Bedtime, Tomorrow the World^(SM)

Establishing good sleep habits now sets up kids for a lifetime of quality sleep.

For more information and to receive updates, visit www.SleepIQKids.com