

Sleep Number Unveils Award-Winning Innovations at CES 2020 with Climate360™ Smart Bed and New 360® Smart Beds
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Climate360™ smart bed wins CES® Best of Innovation with advanced temperature technology; features of the new 360® smart beds provide individuals nearly 100 additional hours of quality sleep each year

(CES Exhibit #44113) – Today at CES 2020, Sleep Number (NASDAQ: SNBR) unveiled their next generation of 360® smart beds with technology advancements that will further address prevalent sleep issues and improve quality sleep. The new Sleep Number Climate360™ smart bed, a CES 2020 “Best of Innovation” winner, is the first-ever bed that uses advanced temperature technology to create a personalized and responsive microclimate that has automatic firmness adjustability. This smart bed and Sleep Number’s new award-winning 360 smart bed portfolio - which benefit from over 700 million sleep sessions of research - are designed to effortlessly work with an individual’s natural sleep cycles. These new innovations by the sleep technology leader advance their health and wellness platform.

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Sleep is vital for healthy living. It strengthens immunity, increases the ability to focus, sharpens cognitive function, and improves physical health and emotional well-being. Yet society still struggles with how to achieve adequate sleep, both quality and quantity. The CDC has declared sleep disorders a public health epidemic, claiming one-in-three adults are not getting adequate sleep.

The new award-winning Sleep Number Climate360 and 360 smart beds help solve the most significant sleep challenges and effortlessly deliver proven quality sleep. Based on analysis of over 25 million sleep sessions, Sleep Number research shows that sleepers who routinely use their 360 smart bed features and SleepIQ®

The new Sleep Number Climate360™ smart bed, a CES 2020 “Best of Innovation” winner, is the first-ever bed that uses advanced temperature technology to create a personalized and responsive microclimate that has automatic firmness adjustability. (Photo: Business Wire)

technology – the bed’s operating system – can improve quality sleep by over 15 minutes each night and

nearly 100 hours each year. Studies have shown that even 15 more minutes of quality sleep per night increase a body's ability to stave off weight gain or a cold and can increase productivity.

"Sleep Number is making significant advancements to address the global sleep crisis that is affecting the health of millions. With more than 700 million sleep sessions of data and research, our digital health platform is linking quality sleep to individualized wellness, and our 360 smart beds are delivering proven higher quality sleep," said Shelly Ibach, President and CEO, Sleep Number. "As a purpose-driven company, we hold ourselves accountable for moving society forward through meaningful health and wellness benefits. The newest innovations we're unveiling at CES advance sleep health, making it achievable for those who suffer from sleep deprivation."

New Sleep Number Climate360™ smart bed

Sleep Number's new Climate360 smart bed is designed to help people fall asleep faster and stay asleep, by creating personalized and effortless microclimates. The bed adjusts throughout the night, warming and cooling each side, designed to work with a sleeper's natural sleep cycles. The Climate360 smart bed balances temperature and comfort, giving sleepers deeper, more restful sleep.

- **The microclimate comfort options** include adjustments on each side to heat and cool the mattress based on a sleeper's individual comfort preferences. The Climate360 technology provides up to 12 degrees of cooling through an evaporative cooling process and can warm the bed up to a temperature of 100 degrees Fahrenheit through active heating.
- **It is designed to work with your natural sleep cycle** for deeper, more restful sleep. It first gently warms either or both sides of the bed, which is proven to aid in falling asleep faster. Then, it actively cools the sleeper's body several degrees with ambient air, balancing the sleeper's temperature to keep them asleep longer.
- **It delivers the proven quality sleep** that comes standard with a Sleep Number 360® smart bed through effortless adjustability and individualized firmness on each side with SleepIQ technology.
- **It is integrated with Sleep Number's smart adjustable base**, offering both head and foot adjustability for more individualized comfort options.

The Climate360 smart bed received the **CES 2020 Best of Innovation award** and was selected as a **CES Innovation Honorees** across **Health & Wellness** and **Tech for a Better World** categories. It comes with a FlexFit™ 2 smart adjustable base and will retail for \$7,999. It is expected to be available in 2021.

Advancements to Award-Winning Sleep Number 360® Smart Beds

Advancements to the Sleep Number 360 smart beds will feature temperature-balancing layers and proprietary comfort technologies engineered to minimize sleep challenges for couples and individual sleepers. According to Sleep Number research, temperature during sleep is an issue for 81 percent of people. The new sleep surface is up to 50 percent more breathable than surfaces of other mattresses, providing a cooler, drier sleep environment. It was designed to more closely contour to the body, conforming to the sleeper to maintain support and spinal alignment, and moving with them for increased pressure relief and reduced motion transfer.

SleepIQ technology captures more than 10 billion biometric data points each night. It uses artificial intelligence and machine learning to automatically adjust the comfort and support for each individual and delivers personalized insights to consumers via the SleepIQ® mobile application to improve quality sleep. The new SleepIQ capabilities will help sleepers continually improve their sleep and evaluate how lifestyle choices and sleep hygiene habits are contributing to deeper, more restful sleep. These new technology updates will be provided to all current 360 smart bed users.

Advancements include:

- **Monthly Wellness Reports** that provide personalized insights, highlighting sleep health, cardiovascular health and respiratory health, and circadian stability (the 24-hour cycle that optimizes sleep).
- **Sleep Circadian Analytics** that help sleepers track their sleep and wake times and provide guidance on how to optimize sleep and wake times. For example, insights will show sleepers what time of day they're most alert, so they can schedule important meetings or tasks during that window. It also suggests the best time for them to do things like workout, eat, and wind down.

- **Heart Rate Variability (HRV) Measurement** that tracks variation between each heartbeat. By monitoring this over time, SleepIQ can inform users of stress levels and stress resiliency. Stress resiliency is an indicator of a person's ability to respond to stressful events and is an important measure of overall cardiovascular health.

The 360 smart beds were selected as a **CES 2020 Innovation Honoree** in three categories: **Smart Home, Health & Wellness**, and **Tech for a Better World**. The new 360 smart bed portfolio starts at \$999 and is available in 2020.

A History of Sleep Technology and Smart Beds

Sleep Number introduced the world to its proprietary SleepIQ technology - the first integrated sleep tracking product of its kind – and the first smart bed at CES in 2014. The company subsequently transitioned to a total smart bed portfolio in 2017, the award-winning 360 smart bed. The 360 smart bed effortlessly adjusts throughout the night; it senses each sleeper's movements and automatically adjusts to keep both sleepers comfortable. There is nothing for the sleeper to wear or do – simply go to bed. Additionally, SleepIQ technology – the operating system of the 360 smart bed - provides personalized insights to improve sleep overtime, as well as a nightly measure of quality sleep against an individual's personal best – their SleepIQ® score. Sleep Number uses artificial intelligence to leverage the sleep and biometric data collected during sleep sessions – expected to exceed one billion in 2020 – to continuously improve all 360 smart beds with ongoing over-the-air updates.

With the advent of the 360 smart bed, SleepIQ and automatic adjustability have become a hallmark of Sleep Number and the foundation for the future. Since then, Sleep Number has continuously applied sleep science and research to further enhance its 360 smart bed portfolio and deliver proven quality sleep.

Looking ahead, Sleep Number expects to be able to identify chronic sleep issues like sleep apnea and restless leg syndrome, and eventually predict other issues such as heart disease and even strokes.

Experience Sleep Number at CES

To learn more about Sleep Number's new portfolio and experience the new award-winning smart beds, visit Sleep Number's exhibit at CES 2020 in Las Vegas (#44113), located in the Tech West Sands Expo Halls A-D. For more information on Sleep Number and the company's innovative sleep solutions visit:

www.sleepnumber.com/ces

About Sleep Number

As a purpose-driven company, Sleep Number's mission is to improve lives by individualizing sleep experiences. Our revolutionary Sleep Number 360® smart beds deliver proven, quality sleep through effortless, adjustable comfort. Our integrated SleepIQ® operating system captures over 10 billion biometric data points every night and offers actionable insights to improve your overall sleep health and wellness.

To experience proven quality sleep, visit SleepNumber.com or one of over 610 Sleep Number® stores. More information is available on our newsroom and investor relations site.

Forward-looking Statements

Statements used in this news release relating to future plans, events, financial results or performance are forward-looking statements subject to certain risks and uncertainties including, among others, such factors as current and future general and industry economic trends and consumer confidence; the effectiveness of our marketing messages; the efficiency of our advertising and promotional efforts; our ability to execute our company-controlled distribution strategy; our ability to achieve and maintain acceptable levels of product and service quality; our ability to continue to improve and expand our product line; consumer acceptance of our products, product quality, innovation and brand image; our manufacturing processes with minimal levels of inventory, which may leave us vulnerable to shortages in supply; our dependence on significant suppliers, including several sole-source suppliers; rising commodity costs and other inflationary pressures; risks inherent in global sourcing activities, including tariffs and the potential for shortages in supply; risks of disruption in the operation of either of our two primary manufacturing facilities; increasing government regulations; and the vulnerability of our and third-party information systems to attacks by hackers or other cyber threats that could compromise the security of our systems, result in a data breach or disrupt our business. Additional information concerning these and other risks and uncertainties is

contained in the company's filings with the Securities and Exchange Commission (SEC), including the Annual Report on Form 10-K, and other periodic reports filed with the SEC. The company has no obligation to publicly update or revise any of the forward-looking statements in this news release.

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