



Personal  
Sleep Coach



Meet Your  
Personal  
Sleep Coach

Zeo Personal Sleep Coach is neither a medical device nor a medical program and is not intended for the diagnosis or treatment of sleep disorders. If you suspect that you may have a sleep disorder, consult your physician.

## Welcome

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Consistently getting  
the restorative sleep you  
need holds the potential  
to transform your life.  
Zeo aims to help.

Let's get started.





## How did you sleep last night?

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A single night of restorative, healthful sleep can make a difference in what you see in the mirror, notice in your mood and experience in productivity.

Sleep is essential for the body and mind. It contributes to your overall health and well-being just like good nutrition and regular exercise. Sleep helps to restore our bodies, strengthen our minds, improve our mood and enhance our appearance and vitality.

But sleep is tricky. So many things during the day and night can affect it, including what you eat and drink, what you worry about, your level of activity and even your routine before bed.

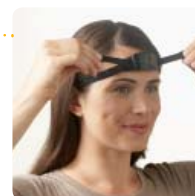
Zeo is a new kind of educational tool and motivational program that helps you understand how you are sleeping, reveals habits and behaviors that may be helping or hindering your sleep, and teaches new ways that may help you get a better night's rest.

Zeo. The more you know, the better you sleep.™

## Meet Zeo, your personal sleep coach



Developed with leading sleep scientists, Zeo helps reveal valuable insights about your sleep and the everyday choices that may help or hinder it.



### **Zeo Headband**

Zeo accurately tracks your personal sleep patterns through the soft, comfortable sleep sensors in the Zeo Headband.

» [See page 8 for more information.](#)



### **Zeo Bedside Display**

Zeo gives you a personal sleep score – your ZQ – to help you understand how well you sleep each night. You can review the details of your ZQ and other sleep information on your Zeo Bedside Display.

» [See page 11 for more information.](#)



### **myZeo Website**

Use myZeo, your personalized online program, to compare your sleep information over time and better understand the connections between lifestyle activities and your sleep.

» [See page 20 for more information.](#)



### **7 Step Sleep Fitness™ Program**

This comprehensive email based program systematically guides you to discover how to get a better night's rest based on your sleep and your lifestyle

» [See page 22 for more information](#)



### About your sleep phases:

**Wake:** The length of time you were awake when you were trying to sleep. Some awakenings you won't remember.

**REM sleep:** A time for vivid dreaming, REM sleep is considered essential for mental well-being and organizing memories to better remember and apply what you learn.

**Light sleep:** A time for accumulating more overall sleep, Light sleep is significant because getting more sleep is the best way to get the right mix of sleep you need to feel rested.

**Deep sleep:** A time for physical restoration and growth, Deep sleep is when the body produces growth hormone for restoring muscle and building immunity.

For more information on sleep and sleep stages, visit the Sleep Information Center at [www.myzeo.com/SleepInfoCenter](http://www.myzeo.com/SleepInfoCenter)

## Sleep science and Zeo

Understanding the phases of sleep and why you need its restorative benefits will help you get the most from Zeo.

### Sleep is a dynamic activity with distinct and orderly levels of activity.

You might think of sleep as downtime, but your body and mind are actually quite active during sleep. There are distinct levels of activity and sleep patterns that relate to different depths of sleep, or sleep phases: Wake, REM, Light, and Deep sleep.

Scientists discovered that each sleep phase has different benefits for the body and mind.

**“Sleep helps the mind and body recover from the wear and tear of the day, and promotes learning and memory.”**

*Ken Wright, PhD.*

*Director of the Division of the Sleep and Chronobiology Lab at the University of Colorado*

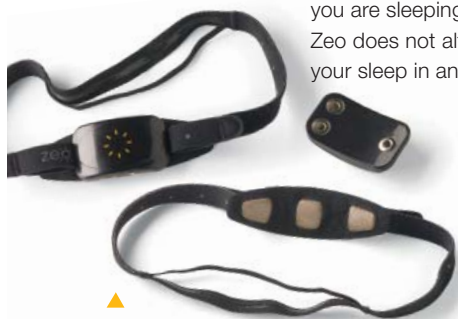
### Sleep requires both the right mix and amount to be restorative.

Deep sleep and REM sleep are the foundation of restorative, healthful sleep. Deep sleep naturally occurs more in the early parts of the night. REM sleep naturally occurs more in the morning. So if you're going to bed too late, or getting up too early, you may be compromising sleep quality.

### Zeo measures your unique sleep patterns.

Scientifically-demonstrated for accuracy, the Zeo Headband uses SoftWave™ sensor technology to safely measure your unique sleep patterns through the electrical signals naturally produced by the brain.

As you slip from lighter to deeper phases of sleep and back again, the Zeo Headband and Bedside Display work together to wirelessly track and store information on how you are sleeping. Zeo does not alter your sleep in any way.



▲ The Zeo Headband with SoftWave™ sensor technology.

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### ZQ Defined

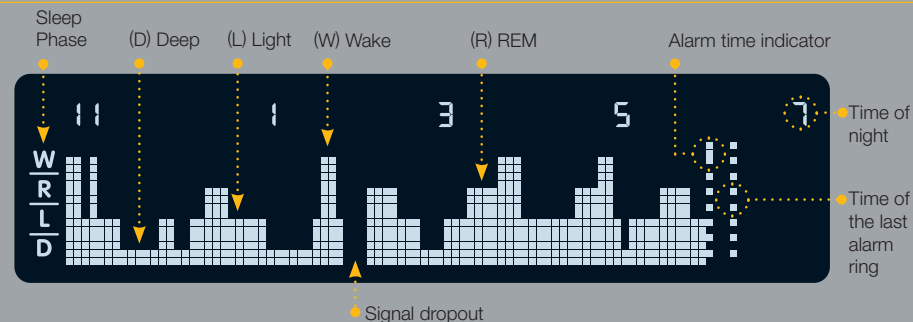
$$\begin{aligned} &\text{Total Z} \\ &\quad (\text{Total Sleep Time}) \\ &+ \text{Restorative Sleep} \\ &\quad (\text{Deep and REM Sleep}) \\ &- \text{Disrupted Sleep} \\ &\quad (\text{Time Awake and Times Awoken}) \\ &= \text{Your ZQ} \end{aligned}$$

### Zeo scores your sleep daily

Zeo summarizes how you slept in a single, objective number – **your ZQ**.

ZQ is based on length, depth and continuity of sleep.

There is no optimal ZQ. Think of it as a measure of your sleep that you can see and feel.



### The Zeo sleep graph

Throughout the night, the Zeo Bedside Display collects your personal sleep patterns and organizes them into a sleep graph. Time increases from left to right, while the type of sleep is indicated by the height of the bars.

Empty sections on the screen indicate a signal dropout, which can be caused by poor signal, not wearing the headband properly, having it fall off, not being within the wireless range, an expired sensor pad, or low battery power.

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## Sleep education starts with the Zeo Bedside Display

The Zeo Bedside Display opens a window into your personal sleep world. It will teach you how long you really slept, the time it took you to fall asleep, the number and length of awakenings, and your amounts of REM, Light and Deep sleep.

You can view this information for last night or the past seven nights you used Zeo.

Upload your sleep data to myZeo and use the interactive sleep tools to make those all-important connections between waking activities and your sleep.

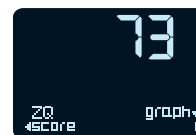



## Review sleep info



ZQ | 

View a wealth of personal sleep information from your Zeo Bedside Display after each night's sleep. Then upload the information to myZeo to make the connections between how you live and how you sleep.



Your ZQ for last night is the first information screen you see when you push **ZQ** | . From here you can navigate to see other sleep info **>** or an in-depth tour of your sleep graph **⏏**.



When viewing the sleep graph, push **>** to see when you were in various sleep phases throughout the night. Scroll through your night in 5-minute increments.

- Last night's Total Z (total sleep time)
- Type of sleep information being viewed
- Your best result
- Navigate using **<** and **>**

*Turn the page to review more sleep info screens »*



## Review sleep info



### Total Sleep Time (Total Z)

Zeosense tracks how long you really slept last night. More overall sleep increases your chances of getting more Deep and REM sleep, the restorative phases so important to feeling alert and refreshed.



### Time to fall asleep (Time to Z)

Zeosense tracks how long it took you to fall asleep. It defines this as the first duration of ten minutes or more of sleep.



### Times woken

Zeosense tracks the number of times you woke up in the middle of the night. Zeosense defines wake-ups as disruptions that last two minutes or more. You may not remember all the ones Zeosense records.

Note: Zeosense is not intended for the diagnosis or treatment of sleep disorders including apnea. If you suspect that you may have a sleep disorder, consult your physician.



### Percentage in each phase

An at-a-glance view of the percentage of the night spent in each sleep phase gives you a way to quickly compare your sleep phases. These percentages are highly individual and may change as you age.



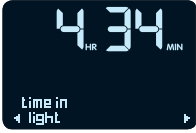
### Time in Wake

From the moment you fall asleep until you wake up, Zeosense tracks the length of time you are awake when you should be sleeping.



### Time in REM

Zeosense tracks time in REM sleep, a phase important for its contribution to overall mental health, mood and ability to learn and retain knowledge.



### Time in Light

Zeosense tracks time in Light sleep, which typically accounts for the majority of the night.



### Time in Deep

Zeosense tracks time in Deep sleep, a phase important for feeling restored and refreshed, as well as for growing.

## Review sleep history



For a broader view of your sleep, scroll through sleep history to see how your sleep has varied across the past seven nights of using Zeo.

Sleep history screens will always show you the measure at the top. Here, it is the 7 hours and 12 minutes of total sleep time.

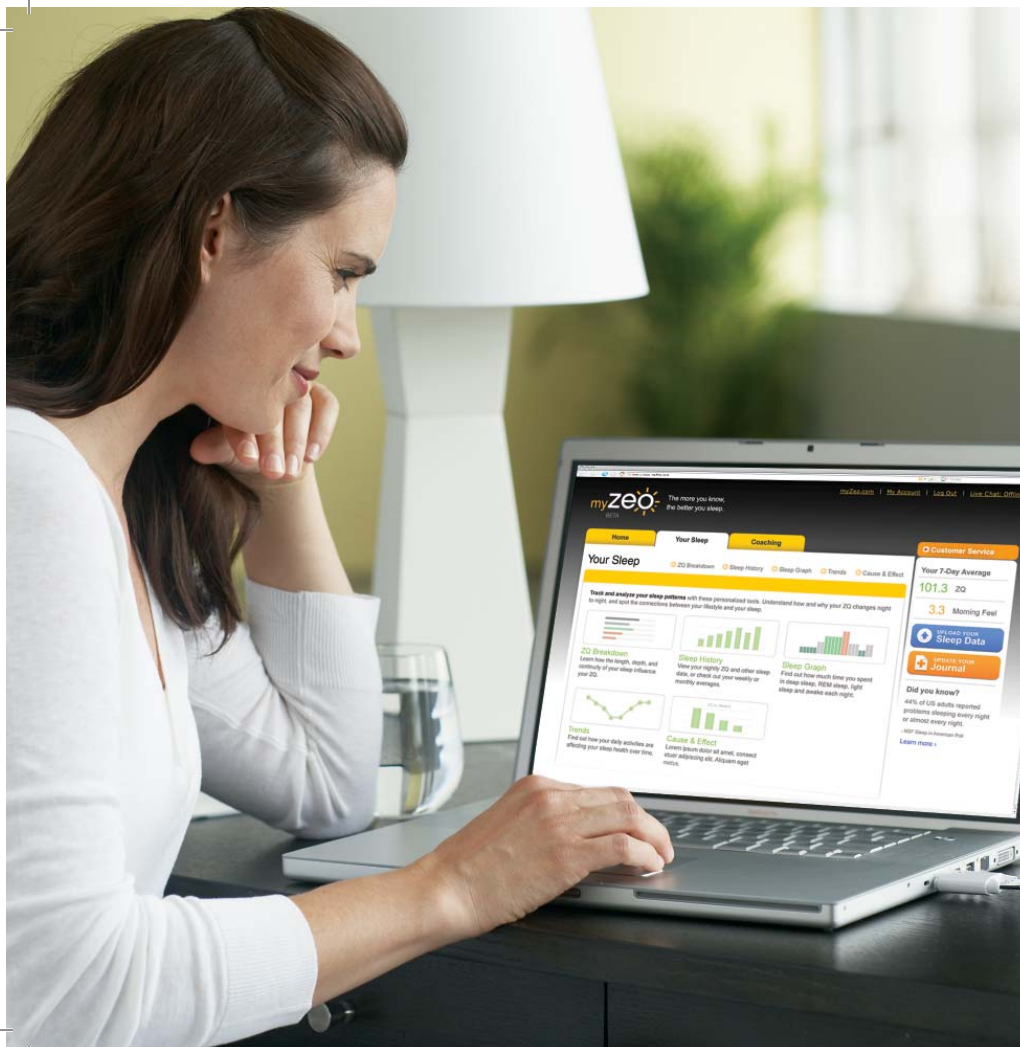
Below the sleep measurement is the date. Here you are looking at information for the night of 5/23 (May 23).

This tells you the type of sleep information you are reviewing – total Z, or total sleep time.

The seven bars represent the past seven nights of using Zeo. In this example, taller bars represent more total sleep time.

Navigate to see additional information about other nights (← or →) or other types of sleep features (◀ and ▶)





## Discover your sleep with myZeo

myZeo is an interactive website with tools that help you to discover the links between how you live – including your stress, diet, schedule and environment – and how you sleep. Uncovering these insights can help you get the sleep you need to feel your best.

In addition, you can track your Sleep Stealers using the myZeo Sleep Journal, and the Sleep Info Center to learn more about sleep.

The more you upload your sleep data, the more myZeo can help you learn about your sleep.

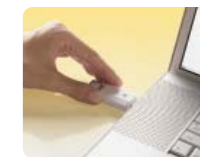
### Four simple steps to myZeo



1. Gently push the SD card to eject



2. Insert the card into the reader

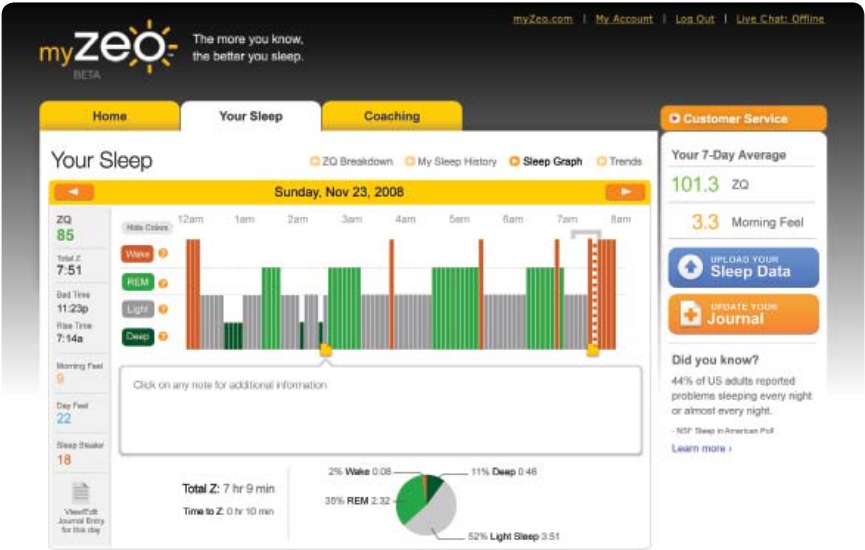


3. Insert the reader into the USB port of your computer



4. Sign in to myZeo.com and click on "Upload your Data Now"

myZeo is designed to help you:



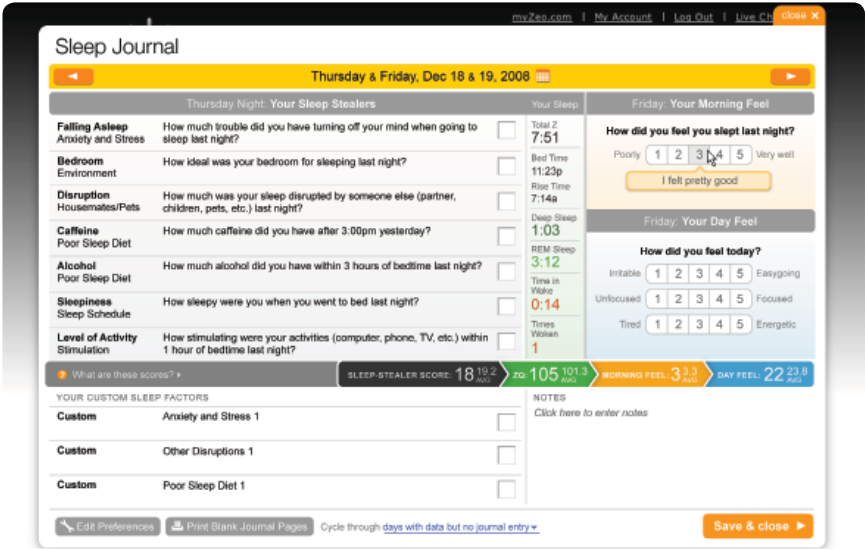
Analyze your sleep data

Dive into your nightly sleep data using the sleep graph. View your sleep minute by minute, in full color to see when you were in different phases of sleep throughout the night.

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Find trends in your sleep patterns

Understand how and why your sleep changes from night to night, and spot the connections between your lifestyle and your sleep. You can compare your sleep data over days, weeks, and months.



Record your daytime activities

In myZeo, the fully customizable Sleep Journal allows you to record lifestyle, environmental and consumption factors that can disrupt your sleep. Choose from our comprehensive list of Sleep Stealers or create your own feature to track.

Keep learning about sleep

The Sleep Info Center is continually updated with sleep news and information, including the latest and most accurate in sleep research.

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The 7 Step Sleep Fitness™ Program

Sleep Fitness is the process and ability to feel your best through the power of sleep. The 7 Step Program is designed to help improve your Sleep Fitness by teaching you how to take control of the factors that impact your sleep.

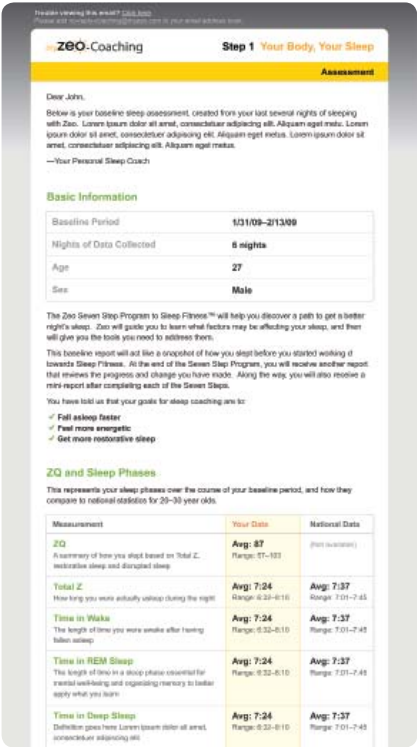
We have distilled the hundreds of factors that can impact sleep into 7 main categories, which we have named the 7 Sleep Stealers™. The sleep coaching program provides guidance, tools and motivation to address each one of them.

The 7 Sleep Stealers	The 7 Steps to Sleep Fitness
Health Issues	Evaluate Your Sleep Fitness
Anxiety & Stress	Relax Your Way to Sleep
Disruptive Bedroom Environment	Build Your Bedroom Sanctuary
Inconsistent Sleep Schedule	Optimize Your Sleep Schedule
Stimulating Nighttime Activities	Adopt the Power Down Hour™
Poor Sleep Diet	Eat and Drink Smart for Sleep
Bedmates, Kids & Pets	Harmonize with Your Housemates

Your night's sleep is different from every-one else's, so why should the strategies to improve your Sleep Fitness be the same?

- Zeo combines information about your sleep and lifestyle to recommend a unique program that is tailored for your needs and goals.
- You will receive a series of personalized coaching emails with manageable recommendations that guide you in what you can change in your home, schedule, diet and other dimensions.
- Your daily ZQ and sleep data will give you immediate feedback on which changes are most effective for you.
- At the end of each step when you upload your sleep data, you will receive a personalized assessment reviewing your progress.

Improving your Sleep Fitness can take some effort on your part, but it will be worth it to understand what you can do to get a better night's sleep.



## Wake with Zeo

With Zeo at your bedside, not only will you learn about sleep, but you can wake up more pleasantly. Zeo replaces your alarm clock, if you choose, and offers a variety of tones and two wake options.

### 1. Standard wake

The standard wake works like a typical alarm. Choose from five tones unique to Zeo, which each begin with a murmur and increase in volume and intensity as necessary to awaken you.

**Note:** If you typically like to sleep until the minute your alarm rings or if you like to snooze, you should choose standard wake.

### 2. SmartWake™

The SmartWake feature puts the technology of the SoftWave™ sensors to work searching for what could be a “natural awakening point” – when it could be a little easier to get out of bed in the morning. Zeo will look for a moment when you transition into and out of REM sleep when the brain is highly active.

When SmartWake is selected, Zeo will wake you within the half hour before the time you set for wake-up.

Zeo will never wake you later than the time set.



SmartWake finds a moment to wake you within the half-hour window indicated by the ■■■. SmartWake will never start ringing later than the set alarm time.

### Discovering sleep inertia

Forty years ago, the US Air Force and NASA tested the ability of pilots sleeping in the cockpit to wake up and immediately take flight. They found that even the most expert pilots made inexplicable errors. Scientists discovered that the mistakes were caused by the extreme grogginess of waking from Deep sleep. This impaired ability to transition from sleep to wakefulness was named “sleep inertia.” And the more sleep deprived an individual is, the greater the effects and duration of sleep inertia.

This scientific discovery is the basis for SmartWake,™ which searches for a moment to wake you when it could be a little easier to get out of bed.



## Reap the rewards of a good night's sleep

So now you know Zeo. You have a better understanding of the sleep science at its foundation. And you're ready to use Zeo to make some fascinating discoveries about how you really sleep.

It's widely accepted that people who consistently get the sleep they need are more apt to feel alert, perform better and be safer. Indeed, the rewards of sleeping better include having more creativity and energy, a better mood and memory, and faster reaction time.

Zeo coaches you to make the connection between how you live and how you sleep. Changes you choose to make could help you get a better night's sleep, an essential building block for a better day.



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### Let's review what a day with Zeo might look like.

- » A gentle song from Zeo invites you to awaken and start your day.
- » A glance at the Zeo Bedside Display shows a ZQ of 56, higher than when you first started using Zeo but 12 points lower than usual. You wonder why.
- » Scrolling through your sleep information for last night, you see you were awake for 48 minutes and immediately understand that all that wake time disrupted the quality of your sleep and lowered your ZQ.
- » You upload your sleep data to myZeo and fill out the Sleep Journal in just a few minutes.
- » Still online, you review your sleep trends to see if you can make the connection between higher and lower ZQ and the activities of your life. Here is where the power of understanding these links can really make a difference.
- » In today's sleep coaching email, you learn about how yesterday's stress at work may have kept you up. It then provides a relaxation tool to try tonight to see how it impacts your sleep.



**Zeo. The more you know, the better you sleep.**

## Notes

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The more you know, the better you sleep.™

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