**PRESS RELEASE**

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**Sleep Ring Puts Insomnia to Bed**

Insomniacs craving a better night’s sleep now have a mini wearable at their fingertip that promises to get them snoozing - by waking them up.

The novel device, invented by renowned University sleep scientist Professor Leon Lack, will hit the market in May to improve shut-eye for the world’s half a billion poor sleepers.

Called Thim, the ergonomic smart-ring is worn on any finger during sleep and conditions you to sleep longer and more deeply. Thim emits a soft vibration to gently wake you after 3-minutes of sleeping. This process is repeated, providing successive 3-minute naps. It’s this process of falling asleep and then waking which conditions you to sleep better – as you experience the gentle sensation of drifting off to sleep again and again.

These naps are delivered during the first stage of your sleep cycle – typically the first hour of bedtime. After this, you’re able to en drifting orjoy a long nights rest. In the morning, most users do not remember being woken. This is because drifting between the earliest stages of the sleep cycle are subtle.

The technology is based on the results of two separate University trials which found people can learn to fall asleep sooner when they experience the sensation of falling asleep over and over again.

“It might seem counter-intuitive but our research shows that depriving a person of sleep in this way one night ensures that they sleep better the next,” says Professor Leon Lack. “We’ve poured these findings into this tiny device that will get America sleeping sooner and for longer.”

Results from these sleep scientists has shown that, on average, a user can expect to (Harriss et al. 2007):

* Reduce time awake by 28 minutes across the night,
* Reduce sleep onset latency by 30 minutes (time taken to fall asleep once in bed),
* Increase total sleep duration by 67 minutes.

Good sleep is elusive for many, with studies showing approximately sixty million Americans have insomnia, a persistent issue that makes it hard to fall asleep, stay asleep or both. Sleep issues are commonly treated with medication or costly sleep therapy sessions, but Professor Lack has made it his mission to develop an affordable non-drug alternative.

Over a decade, his team tested a technique called sleep re-training in which study volunteers were repeatedly woken every three minutes after falling asleep. “Amazingly we found that falling asleep again and again conditions a person’s body to fall asleep sooner,” explains Professor Lack. “Over several nights they effectively ‘learned’ to sleep well, and one week after their night of sleep re-training, our volunteers were falling asleep 30 minutes sooner and sleeping more than one hour longer.” This process worked as well as the other best non-drug therapy but only took one night rather than 3-4 weeks.

Enter Thim, a novel new device that takes these findings into the bedroom and translates them into a better night’s sleep. Worn on any finger at bedtime, the slim-line white ring works by gently waking you three minutes after you fall asleep. This awakening is a mild sleep interruption, no more intrusive than being woken by tree leaves rustling in the breeze.

“You then fall asleep again and Thim will wake you after your next three-minute period of sleep,” Professor Lack says. “After 60 minutes of this you are free to enjoy a deep sleep for the rest of the night.”

It’s marketed as more than just a sleep re-trainer, with important ongoing functionality to measure sleep length, quality and wake-time interruptions with real precision. “The device connects to your smartphone via Bluetooth, allowing your sleep data to be transferred to the Thim smart phone app,” says Thim founder and CEO Ben Olsen. “Based on all these variables the app generates a sleep efficiency score which gives the wearer a quick snapshot of their sleep.”

The developers are excited about Thim’s potential to help so many people around the world get the sleep they need. “Our own research shows it works. Now slip it on and see for yourself. We have a 60 day return policy, so poor sleepers have everything to gain by trying this natural alternative for better sleep,” Mr Olsen says.

Thim costs $199 and is available at <https://thim.io/>

For images, video, statistics and details on research visit: <https://thim.io/press-kit/>

**For more information and interview requests, contact Ben Olsen on cell: 904 864 4530 or email** **ben.olsen@re-timer.com**

**Scientific References for Thim:**

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Harris J1, Lack L, Kemp K, Wright H, Bootzin R, 2012 Sleep, A randomized controlled trial of intensive sleep retraining (ISR): a brief conditioning treatment for chronic insomnia. Jan 1;35(1):49-60. doi: 10.5665/sleep.1584.

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