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FOR IMMEDIATE RELEASE

ERGOMOTION® LAUNCHES NEW TECHNOLOGY PRODUCT LINE, ERGOMOTION INTELLIGENCE™

The new business arm will focus on smart-technology centered around the science of better sleep. Their first product, ei Sleep Assist™ was recently honored by the Consumer Technology Association.

SANTA BARBARA, Calif. – December 28, 2019 - Realizing the need for innovation in the way consumers approach sleep, adjustable bed company ergomotion® has released details of a new technology product line - ergomotion intelligence™. The company's new product line will combine IoT and mobile app technology to offer customers a smart, reactive and personalized sleep experience.

While the goal of *ergomotion intelligence™* is to serve as the company's technology arm and continually develop new smart-sleep technology, it's first release is the mobile application and Consumer Tech Award honoree - *ei Sleep Assist™*. The app measures selected physiological signals such as heart rate, respiration, snoring, movement, and REM sleep, providing the consumer with a score of overall sleep quality. Once the app gets a quality read, it interfaces with ergomotion® sleep systems to auto-adjust posture to ensure a more comfortable sleep experience.

One major market differentiator between *ei Sleep Assist™* and similar products is its auto snoring detection and alleviation features. When snoring is detected, the bed intelligently intervenes to raise the head of the bed to alleviate snoring. When snoring stops, the application lowers the base to the previous sleeping position. Products like *ei Sleep Assist™* are intended to connect with ergomotion® bases to gather personalized data and adjust bed position to meet an individual's needs.

"Everyone sleeps differently, so we all need different solutions to ensure a restful night's sleep," said Johnny Griggs, Chief Operating Officer of ergomotion®. "However, it's nearly impossible to get an accurate read on your sleep, movement and snoring on your own, and it's even harder to do something about it. *ergomotion intelligence™* will use data from your own sleeping behavior and find unique ways to better your sleep experience based on your personal needs."

According to a recent study 67% of global adults believe that sleep is vital to their overall health. However, despite this many of the individuals surveyed don't have a set bedtime or nightly routine. Similarly, top traits affiliated with lack of sleep were looking tired (46%), irritability (41%) and lack of concentration (38%). Snoring was also mentioned as a leading sleep issue within the survey. Technological solutions such as ergomotion® products and applications allow customers to better understand their sleep cycle, while also offering a bed that instantly assists based on its findings.

“While devices such as smartphones, laptops, and smart TVs are often cited as causes of poor sleep, ergomotion intelligence products do the opposite,” said Johnny Griggs, Chief Operating Officer of ergomotion®. “Rather than keeping you awake and stimulated, our technology will keep you well rested and ready to take on the day ahead. AI and IoT technologies don't have to be confined to finance, data or big tech alone. They can also be used to benefit our bodies, minds and relationships through restful sleep and rejuvenation.”

Over the past 12 years, ergomotion® has sold over three million bases in over thirty countries. Now, with the addition of ergomotion intelligence, ergomotion® is able to offer a technological and data-driven solution to assist in sleep patterns. When combined with ergomotion® adjustable bed bases, ergomotion intelligence's reactive technology can be used to ensure users get a healthy and restful sleep.

The company's new business arm will specialize in IoT, AI and other reactive technology to use data to ensure users get the most healthy and restful sleep possible.

Ergomotion Intelligence's™ first product, the ei Sleep Assist was recently named a 2019 Innovation Award Honoree by the Consumer Technology Association.

About ergomotion®:

ergomotion® is a global sleep technology company, headquartered in Santa Barbara, California. Today, over 3 million ergomotion® adjustable bed bases have been sold across 30+ countries worldwide across more than 170 major brands. Ergomotion is led by CEO and President Jack Tang and is a member of Keeson Technology Corporation Ltd., out of Jiaxing City, China. Mr. Tang, along with Chief Operating Officer Johnny Griggs, have grown the ergomotion® global brand and footprint while maintaining tenets of innovation, quality, collaboration and exceptional customer service. To learn more visit www.ergomotion.com, or call us at 310-902-0382.