



Beddr's mobile app provides data analytics, makes recommendations on how to improve your sleep, and includes a sleep coaching programme | Photo source [Beddr](#)

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A WEARABLE TRACKS KEY METRICS TO IMPROVE SLEEP

 HEALTH & WELLBEING

Sleep startup Beddr has developed a compact sleep sensor and a complete programme to help improve sleep

Spotted: The startup Beddr has developed a wearable that promises to better measure your sleep, in order to improve its quality. The company has upgraded its tech to include further data and other services.

According to Beddr, around 45 per cent of people have chronic sleep issues. The SleepTuner uses a compact sensor, which sits on the forehead during sleep. The sensor measures metrics such as sleep duration, breathing, oxygen saturation, heart rate, position and more. Beddr also comes with a mobile app which provides data analytics, makes recommendations on how to improve your sleep, and includes a sleep coaching programme and targeted treatment options.

The company claims its sensor is the most accurate on the market, and its programme the most comprehensive.

Initially, Beddr is marketing its programme to companies that want to help employees get better rest. The program costs €322 per person and includes the SleepTuner, mobile app, and four weeks of coaching, which can be extended with a monthly subscription.

Beddr is just one of many new products and apps aimed at people who are worried about getting a good night's sleep — a worry that in itself is likely preventing people from getting a good night's sleep. Apps recently covered by Springwise include an attempt to gamify sleep with [Pokemon Sleep](#), and a fitness tracking [ring](#) that can also measure sleep metrics.

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Takeaway:

Researchers at Rush University Medical College and Northwestern University's Feinberg School of Medicine have warned that sleep-tracking tech can actually worsen insomnia by making people obsessed with achieving perfect slumber, a condition called orthosomnia. Moreover, most sensors aimed at the public cannot track REM sleep, the key indicator of whether you are getting the right amount of sleep. As for achieving the best sleep quality, for those without medical problems, the longstanding advice from sleep experts is to avoid caffeine, alcohol and screens right before bed, and to have regular sleep and wake times. No tech required.