



Pokemon is building on its global success of 2016's Pokemon Go | Photo source [David Grandmougin on Unsplash](#)

[Innovation](#) > [Computing & Tech](#) > [Pokemon plans app to gamify sleep](#)

POKEMON PLANS APP TO GAMIFY SLEEP

● COMPUTING & TECH

The app will work with Nintendo's newly announced Pokemon Go Plus Plus, which will track sleep time and monitor sleep patterns

Japan-based Pokemon is planning a new app to gamify sleep. Pokemon Sleep will “turn sleeping into entertainment,” according to CEO Tsunekazu Ishihara.

“The concept of this game is for players to look forward to waking up every morning,” he said.

Few details are available about the app, which was announced at a recent press conference. The company has said it “tracks a user’s time sleeping and brings a gameplay experience unlike any other”.

The app will work with Nintendo’s newly announced [Pokemon Go Plus Plus](#). The device will track sleep time and monitor sleep patterns, according to news reports. The game will change based on how long the player sleeps and his or her wakeup time.

[Select Button](#) will develop the game, according to the [New York Times](#). Pokemon GO developer Niantic will also be involved. Pokemon plans to release the app in 2020.

Website: pokemon.com/us

Contact: twitter.com/pokemon

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Takeaway:

Pokemon is building on its global success of 2016's Pokemon Go. The Pokemon Sleep app combines two growing consumer interests – mobile games and sleep monitoring. The [global mobile game industry is worth \\$68.5 billion](#), according to Newzoo.com. Springwise has spotted other innovations that gamify timely issues. A US platform [seeks to gamify reading for children](#). A French startup has created [an app to gamify green living](#).