

Sleep can transform our lives. Our lives can transform sleep.
Sleep App Official Release! Features Groundbreaking New Sleep Method!
 Optimal Sleep and Peak Performance at Work with Sleepdays – A Japanese Innovation!

TWO Inc. (Head Office: Minato, Tokyo; CEO Yoshikazu Azuma), the total sleep solutions company, will debut “Sleepdays” for iPhone and Android, the world’s first application to feature the Circadian Sleep™ Method, on March 24, 2016 (Thurs).

Sleep App Official Release! Features of “Sleepdays”

So you think high quality sleep comes from just having a good bed and pillow? The quality of your sleep is heavily influenced by your activities throughout the day. If you spend too little time asleep then, even with a proper diet and moderate exercise, you cannot achieve high quality sleep. On the contrary, even when you sleep a sufficient amount of time, if you place a burden on your body by drinking alcohol immediately prior, the quality of your sleep will decline in the same way.

Sleepdays does more than just analyze your sleep; it was developed based on the groundbreaking Circadian Sleep™ Method (a groundbreaking method that fuses somnology* and chronobiology) and makes recommendations throughout the day on how to time your activities to support you in restoring your circadian rhythm to a healthy state. All people are born with a circadian rhythm (internal clock) to regulate their daily cycle. When our circadian rhythm is disrupted, we experience not only a reduction in the quality of our sleep, but also a decline in our performance throughout the day. Disruptions can also impact our efficiency at work, diet, and efforts to improve our physical condition. In addition to analyzing and recording your sleeping patterns, Sleepdays also make recommendations throughout the day based on a unique method. Through the provision of these two functions, Sleepdays supports you in restoring your circadian rhythm to a healthy state. By restoring your circadian rhythm, you will be able to induce a cycle where informed lifestyle decisions throughout the day lead to high quality sleep, and high quality sleep leads to an increase in the quality of your performance throughout the day.

According to Hideyuki Negoro MD, PhD (*see attached profile), who oversaw the development of the Circadian Sleep™ Method, “Restoring your circadian rhythm allows your autonomic nervous system to maintain a healthy balance. As a result, your sleep throughout the night and performance throughout the day will experience dramatic improvements. Simply put, this process will allow you to perform at 120% of your regular capacity.”

With the evolution of technology, the world has become a more convenient and efficient place. In contrast, however, sleep has come to be neglected. Sleepdays has been designed for those who may have tried to record and manage their sleeping patterns in the past, but did not know how to elicit improvement thereafter – busy people who want to experience simultaneous improvement in both the quality of their sleep and their performance at work throughout the day.

“Sleepdays” Application Overview



App name: Sleepdays
 Release date: March 24, 2016
 Compatible OS: iOS 8.0 onward (iPhone) / Android 4.2 onward
 Cost: Free
 Language support: Japanese / English

Features of “Sleepdays”

A Groundbreaking Sleep Method That Leverages Japanese Technology

The “Circadian Sleep™ Method – A Groundbreaking Sleep Method That Fuses Somnology and Chronobiology

✓ Lifestyle Recommendations

Sleepdays analyses your sleeping patterns based on unique algorithms and recommends activities throughout the day to restore your circadian rhythm to a healthy state.

✓ Sleep Monitor

The sleep monitor assesses the quality of your sleep, time taken to fall asleep, and sleep efficiency. Its most important feature is the ability to identify disruptions in your internal clock.

✓ Sleep Aids

Breathing techniques to support the autonomic nervous system; Sleep Sounds

✓ Smart Alarm

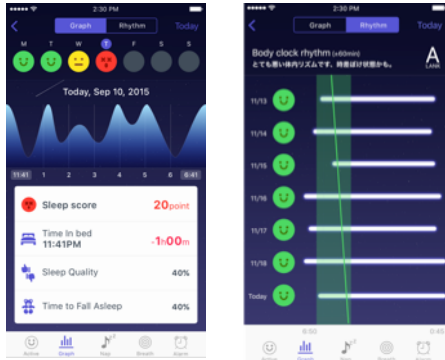
Function to wake you in a light phase of sleep.



Sleepdays: Main Features and Overview

A third of people in developed nations – and close to 40% of Japanese – are concerned about their sleeping patterns. In Japan alone, lack of sleep is estimated to cost the economy ¥3.5 trillion yen each year, with ¥3.2 trillion of this attributable to the resulting decline in productivity. Many people do not realize that a lack of sleep is having a negative impact on their performance. Sleepdays helps you to restore your performance to its former glory.

▶ The day begins when you fall asleep. Start by understanding your sleeping patterns.



● Sleep Analysis

Using the sensor inside in your device, Sleepdays assesses the quality and quantity of your sleep by monitoring your body movements – how much you toss and turn. In addition to presenting you with a sleep score based on this assessment, Sleepdays also allows you to identify finer details such as time taken to fall asleep, total sleep time, and sleep efficiency.

● Rhythm Check

The results of sleep quality / quantity assessments allow you to understand the rhythm of your internal clock. As this rhythm is presented as a graph, disruptions in your internal clock can be easily identified.

▶ Maximize your performance throughout the day – at work and beyond!



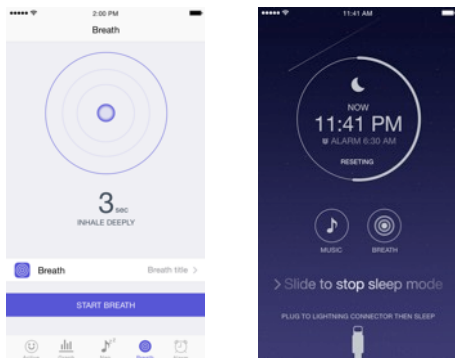
● Lifestyle Recommendations

Sleepdays uses sleep analysis to make recommendations on activity timing that are tailored specifically to you. In addition to activities that influence the quality of your sleep the following night, such as eating, taking a bath, and going to bed, Sleepdays also allows you to determine the optimal times to take full advantage of your capabilities in conceiving innovative ideas or maximizing your performance.

● Nap Timer

A nap in the early afternoon has numerous positive effects, including improved memory and enhanced productivity. Sleepdays allows you to take a leisurely nap by setting a custom timer.

▶ A wide range of sleeping aids to support optimal sleep



● Breathing Techniques

A function to help ready your mind and body for sleep, breathing techniques can help you to relax. Relaxing your whole body helps you to drift off more easily. You can choose from a range of options: basic breathing techniques, relaxing breathing techniques, and pre-sleep breathing techniques.

● Sleep Sounds

Sleep Sounds is a collection of healing music to relax your mind. You can choose from a range of music to suit your mood at the time.

● Smart Alarm

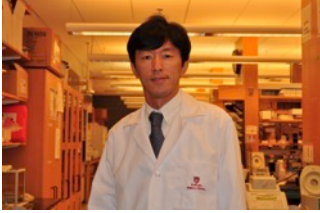
A function to wake you in the lightest phase of sleep, at a time close to where you set the alarm

Future Developments

Going forward, development is scheduled to enhance Sleepdays by adding a feature to alleviate the jet-lag associated with overseas business trips and expeditions; a function to help shift workers, who have irregular sleeping patterns, regulate their internal clocks; and a function to aid the user in adjusting their internal clock ahead of an important event, such as a game or presentation, to ensure optimal performance at a specified date and time.

Overseer to the Circadian Sleep™ Method

Hideyuki Negoro, MD, PhD



Doctor Negoro was born in Tokyo and completed his doctorate at Tokyo University Graduate School of Medicine with a specialization in internal medicine. He has held positions as Associate Professor at the Harvard University Medical Faculty, the University of Paris Medical Faculty, and the French Institute of Health and Medical Research, as well as Board Member and Professor at the Graduate School of Project Design. Doctor Negoro is also an advisor to the Japanese Society of Anti-Aging Medicine, Board Member at the Society of Clinical Genomic Medicine, and Specialist in Internal Medicine at the Japanese Society of Internal Medicine.

Doctor Negoro is also a Medical Advisor to the American Academy of Anti-Aging Medicine, Advisor on Japan at the American Academy of Sleep Medicine, and a member of both the Sleep Research Society and the Clocks Club of New England.

Doctor Negoro has authored several best-selling books including *Shintai Kakumei - Sekai Saisentan Anti-Aging Hosoku* (The Body Revolution - World Leading Anti-Aging Techniques) *Netteiru Uchi ni Byoki ni Naranai Karada wo Tsukuru Hon* (Building Defense Against Sickness While You Sleep), both published by KADOKAWA MAGAZINES, as well as *Fukennai, Byoki ni Naranai 24 Jikan no Sugoshikata* (How to Live Each Day Without Aging, Gaining Weight, or Getting Sick), published by Getonsha, *Kenko ha Jikan de Kimaru* (Health is Determined by Time) published by Kanki Publishing, and *Horumon wo Ikaseba, Issho Roka Shinai* (Using Your Hormones So That You Never Age), published by PHP Institute.

About TWO Inc.

TWO Inc. upholds “Sleep Innovation” as its corporate vision, and has made a significant impact in the area of sleep, which is garnering attention as a social issue that reflects the tradeoffs of the recent technological evolution. Going forward, TWO aspires to provide a comprehensive range of solutions geared toward the enhancement of sleep, by approaching the issue from every angle.

Business Ventures:

▶ ROOM FOREST : <http://roomforest.jp/>

ROOM FOREST designs optimal sleeping spaces based on the very best materials and the latest sleep science to optimize conditions required for sleep through air and temperature regulation, floor lighting, and other features.

▶ CIRCL : <https://www.circl.jp/>

CIRCL is an e-zine designed to support you in reaching “the next level” in various aspects of your life. CIRCL features articles based on evidence from multiple sources, which target the 80% of adults who are concerned about their sleeping patterns.

▶ Sleepdays : <http://two2.jp/sleepdays/>

Sleepdays is an application that features the groundbreaking Circadian Sleep Method™ (a sleep enhancement method based on a fusion of the latest research in somnology and chronobiology). The application is scheduled for launch on March 24, 2016.

▶ LAB (Total Sleep Laboratory) : <http://two2.jp/lab/>

Research department at TWO – the world’s first total sleep solutions company. The department adopts a multi-perspective approach to somnology research, considering everything from economics, culture, and chronobiology, to commonly established theories, and releases verified findings to the public.

Company Overview

Name:	TWO Ltd.
Location:	Tameike Tower 9F, 2-17-7 Akasaka, Minato-ku, Tokyo
Business Ventures:	Products, service development, sales, and consulting activities with a focus on sleep and health
Representative:	Yoshikazu Azuma, CEO
Group Companies:	ASIA PACIFIC TWO PTE. LTD. (Singapore)

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