

# Various Demi Innovation sleep more soundly

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In the Media Laboratory Massachusetts Institute of Technology (M.I.T.), researcher David Rose investigates the cloth bandage, a bedtime story, and hamok oils like lavender and pupae.

He and colleagues conducted tests to cause a sensation weighted blanket fabric bandages, and listen to recordings of fairy tales Iceland. This research is to find out the ideal environment for sleep that leads to nap pod or container to sleep. According to David, it's going to be a new form of innovation activity of sleep.

"For me, this is a hammock on the porch in Wisconsin northwest. You can listen to the birds and the wind that blows between fir trees, and there are loads 10 blankets over me because of the cold night. We tried many ways to sleep better asleep, "said David as reported by the new York Times, recently.

Meanwhile, at the University of California, Berkeley, professor of neuroscience and psychology Matthew P. Walker examines direct stimulation as a remedy for sleeplessness.

Professor Matthew also worked through the data he received from Sense, an instrument designed to measure the air quality and the intangible things other in the bedroom. From the results obtained it and give advice to help people get better sleep.

"I can be a mission, I would like to reunite humanity with the things that had been lost, namely sleep," he said.

M.I.T and the University of California just two of a number of institutions that are seeking to realize innovation so that one can sleep more soundly and getting quality rest time.

Sliding into Paris, an expert in computer science Hugo Mercier invest in sound waves. He has collected more than

US \$ 10 million or about Rp133 billion to create a headband that can make sleep. This product named Dreem, and has been tested on 500 people, and is ready to be marketed this summer.

Australian entrepreneur, Ben Olsen wanted to introduce Thim, a finger-mounted device. Thim use its voice to wake up every three minutes for an hour before going to bed.

Thim is Ben's second creation tool. Previously, he made the Re-Timer, a large glasses with a small blue-green light that illuminates the eye. This tool is used to reset the body's clock. Ben says that since 2012, he has sold 30ribu glasses in 40 countries.

The armed forces call sleep are pillars of a peak performance of soldiers. The executive director of Amazon, Jeff Bezos said that the habit of sleeping for 8 hours per day is good for shareholders. He himself always bring a sleeping bag while working so low computer programmers.

Health company, Aetna pays employees up to US \$ 500, or about 6 million a year if they can prove they slept for 7 hours or more for 20 consecutive days.

In 2015, actor Jeff Bridges make conversation album, "Dreaming With Jeff", a project to Squarespace, who won second place in the New Age Billboard and earned US \$ 280 thousand or approximately Rp 3 billion for No Kid Hungry campaign. He collaborated with Keefus Ciancia, composer and producer. The album contains an odd collection of bedtime stories, about death, and also more frightening than stimulants sleep.

## Quality Sleep

Over the years, study after study shows how poor sleep weakens the immune system, impair memory, making depression and mental disorders and feelings, also cause obesity, diabetes, cancer, and premature death.

Centers for Disease Control and Prevention calls can not sleep or sleeplessness is a public health problem. Good sleep helps the brain's performance. Not only that, last year, the Company RAND published a study that loss of business due to lack of sleep in the United States reached US \$ 411 billion.

Marian Salzman, executive director of Havas PR North America, 10 years ago proclaimed, if sleep has become a new tram is also important such as 'sex'. Now he becomes the measure of success, as well as enhancing human capabilities and prolong life.

"I could see the bed so another weapon in parenting competitive and building a career. If you want your child to be successful, what do you buy those devices that bed? Sleep is personal, classy, and the industry now sleep, based on the technical services, made according to my wishes," Salzman said.

When sleep so something personal and classy, it is not wrong if emerging technologies in order to sleep.