

Jawbone® Unveils New Data from Sleep Behavior Study, UP® Features and Caffeine Tracker to Demonstrate the Impact of Sleep on Everyday Life

SAN FRANCISCO – March 6, 2014 – [Jawbone®](#) is today sharing findings from a comprehensive sleep behavior study based on data from the UP® system – the wristband, app and data service that helps you understand how you sleep, move and eat so you can make choices to live better.

To coincide with National Sleep Week, Jawbone has revealed new data highlighting the links between UP wearers' sleep and feelings of wellbeing. Based on this study, Jawbone is also introducing a new UP 3.1 App with individually tailored reports on how your sleep and activity interrelate, as well as a new standalone [UP Coffee™](#) app that tracks caffeine intake over time to demonstrate the impact of caffeine on sleep.

"We're investing heavily in data, and as a result, we're learning a tremendous amount about behavior change and how to help people achieve their goals," said Travis Bogard, vice president of product management and strategy at Jawbone. "In a recent test with our Today I Will™ feature, we saw that those who were sent and opted into the commitment logged 23 more minutes of sleep than average and were 72% more likely to go to bed early enough to hit their sleep goal. By leveraging these insights within the UP system, we're beginning to help people achieve real change. Our latest data shows a strong connection between how much we sleep and how we feel the next day, and these are exactly the kinds of correlations that can be powerful motivators to people on a daily basis."

The Seven-Hour Rule

Jawbone analyzed the data of more than 1,600 UP wearers and more than 5,000 nights of sleep to verify the relationship between our sleep and how we feel the next day.

On average, **members of the UP community who got at least seven hours of sleep** were 30% more likely to report feeling rested the next day. Those UP wearers were also significantly more likely to report feeling optimistic, patient, focused, productive, and attractive the next day. In addition, the study found that Sound sleep – the moments of sleep when your body is particularly still – had a greater impact above and beyond total time spent sleeping.

The study also revealed fascinating insights into the causes of sleeplessness, with a quarter of UP wearers in the study reporting difficulty falling asleep. Of those, nearly half attribute their sleep issues to stress, 20% to room temperature, and 18% to simply not feeling tired. Only 3% of those who reported difficulty falling asleep attribute their sleep issues to noisiness or to children.

The data from Jawbone also showed the affects of lifestyle habits and gadgetry on our sleep, in particular Sound sleep. UP wearers who reported having a laptop in their bedroom logged 37 minutes

less Sound sleep per night on average, and UP wearers who slept with a mobile phone had 13 minutes less Sound sleep on average.

New UP 3.1 App

Leveraging this data to better inform the UP community, Jawbone is introducing the UP 3.1 App for iOS, which analyzes data from your UP® or UP24™ band to provide you with tailored insights around how your sleep and activity interrelate.

After consistently tracking sleep and activity for several weeks, the UP Insights Engine™ will generate a personalized assessment of your steps and sleep. You could learn, for example, that every 30 minutes earlier you go to bed, you step 800 more steps per day. By correlating data in this way, UP 3.1 can provide a deeper understanding of your sleep and step patterns, and what affects them.

To keep members of the UP community on track toward their goals, the UP 3.1 App allows you to set tailored reminders that prompt you to conduct a desired task at a desired time. Customize your own reminder to complete a workout, get ready for bed, or take a pill, and UP will remind you with an app notification and gentle band buzz. You can set up to four custom reminders in the UP 3.1 App to help you remember the activities that are most important to you.

Caffeine and Sleep

With UP band wearers more likely to log a caffeinated drink than any other food or beverage, Jawbone is today introducing the [UP Coffee](#) app for iOS 7 that can be used by both UP owners and non-owners alike to track caffeine.

Developed by Jawbone Labs, a forum for Jawbone employees to explore and expand upon their ideas and prototypes, the standalone application helps you understand more about your caffeine choices by correlating caffeine intake and projected sleep time. Simply log a coffee, tea, energy drink or other caffeinated beverage in the UP Coffee app to see a visual display of where you fall on a spectrum from “Wired” to “Sleep Ready” at any given time.

When linked with data from your UP or UP24 band, UP Coffee analyzes how your caffeine intake affects your sleep patterns. After tracking both caffeine intake and sleep for 10 days, UP Coffee can tell you things like the amount of sleep you lose on average for every 100mg of caffeine you ingest.

With billions of people around the world enjoying coffee, tea and other caffeinated drinks each day, the UP Coffee app delivers daily insights with new information on caffeine that’s relevant to you. It can tell you how much caffeine is in a cup of decaf coffee – nearly half as much as a can of caffeinated soda – and that drinking three to six cups of coffee per day may provide similar hydrating qualities as water.

Availability

UP by Jawbone 3.1 for iOS will be available this week as a free download from the App Store. UP Coffee for iOS 7 is available today as a free download from the App Store. The UP or UP24 wristband is required for the UP 3.1 App.

Jawbone's study took data from over 1,600 UP wearers, and 5,000 nights of sleep in three separate surveys.

About Jawbone®

For more than a decade, Jawbone® has developed human-centered wearable technology and audio devices that solve everyday problems and help us live better. A 2010 IDSA Design of the Decade winner, the company is the creator of the best-selling JAMBOX® family of wireless speakers, the award-winning Jawbone ERA® and ICON™ Bluetooth® headsets, and NoiseAssassin® technology. Jawbone's approach to lifestyle tracking is unique, with over 430 patents filed related to Jawbone's lifestyle tracking ecosystem and its wearable technology manufacturing processes. Jawbone is privately held and headquartered in San Francisco.

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