



# Smart Nora Press Kit

[WWW.SMARTNORA.COM](http://WWW.SMARTNORA.COM)

# Smart Nora is the innovative, contact-free snoring solution, designed to stop snoring without waking up you or your partner.

Introduced to the market in 2017, Smart Nora has improved sleep for tens of thousands of couples around the world. It has been featured in national and international press, including TIME, Good Morning America, TODAY, BBC News and more recently, included on Oprah's Favorite Things List of 2017. "If you sleep with a snorer, you are going to love Smart Nora" says Oprah in the December issue of O, The Oprah Magazine.

The sleek pebble-shaped device sits on the bedside table and blends seamlessly into any bedroom setting. Hundreds of reviews from customers speak for themselves, including this one featured on ABC's Good Morning America: "It's the best solution we've seen!" and "being able to have a good night's sleep and wake up with my husband was a really nice thing!"

See and experience Smart Nora at the following events and stores around the US and Europe.

## 2019 EVENTS & STORES

### CES 2019

#### Las Vegas Convention Center

Booth 52302/52301

Hardware Club Alley

Eureka Park - Sands, Hall G

### SMARTTECH

#### Paris

Le Bon Marche

24 Rue de Sèvres

75007 Paris, France

#### Berlin

KaDeWe

Tauentzienstraße 21-24

10789 Berlin, Germany

#### Amsterdam

De Bijenkorf, Dam 1

1012 JS Amsterdam,

Netherlands

#### London

Selfridges & Co.

400 Oxford St.

London, UK W1A 1AT

#### Manchester

Selfridges & Co.,

1 Exchange Square

Central Corporation St.

Manchester, UK M3 1BD

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## PRESS CONTACT

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[www.smarnora.com](http://www.smarnora.com)

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## PRESS MATERIAL

**Hi-Res Images** [Link](#)

**Promo Video** [Link](#)

**Press Release** (see next page)

**How to Set Up Nora** [Video + Text](#)

**Customer Reviews** [Link](#)

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## ADDITIONAL CONTENT

**Good Morning America** [Video](#)

**BBC News** [Video](#)

**CNET** [Text](#)

**TIME** [Text](#)

**TODAY** [Video](#)

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## RECENT COVERAGE



NBC NEWS



REUTERS

CBS

TODAY

TIME



WIRED

martha  
stewart

# Try It At CES 2019: SleepScore Labs Study Shows Smart Nora Improves Sleep Quality for Couples.

**A 527-night study by SleepScore Labs shows that when using Smart Nora, snorers and their partners sleep better through the night and feel more rested upon waking.**

TORONTO, ON — January 8, 2019. Smart Nora, the world's first contact-free snoring solution, was put to the test by SleepScore Labs and the results are conclusive: couples who use Nora experience better sleep quality. The study examined 29 couples and compared sleep and snoring metrics during two weeks without using the device and two weeks of data while using Smart Nora for a total of 527 nights. The results showed that snoring was significantly reduced, and the couples' perceived sleep was improved. Demo it during CES at the SleepScore Labs booth #42742 at the Sands Expo and Eureka Park's Hardware Club Alley booth #52302 and #52301.

The snorers' partners showed a 37 percent increase in overall sleep quality, a 33 percent increase in feeling rested upon waking up and a 31 percent increase in sleeping through the night without interruptions. Likewise, snorers claimed a 25 percent improvement in sleep quality, 30 percent increase in feeling rested upon awakening and 20 percent increase in the ability to sleep through the night.

Additionally, 78 percent of snorers expressed that Smart Nora is a better solution compared to other solutions they've tried and 90 percent of the couples agreed that Smart Nora is easy to use and fits right into their nightly routine.

SleepScore Labs is a joint venture between ResMed, Dr. Mehmet Oz and Pegasus Capital Advisors L.P, that utilizes SleepScore™ technology powered by ResMed™ to provide the most accurate and advanced sleep improvement system for consumers along

with data insights, product evaluation tools and technology licensing opportunities for companies developing products and solutions in the sleep industry.

Brought to market in early 2017, Smart Nora has improved the sleep of tens of thousands of couples around the world. The unique solution was inspired by the team's understanding of how our bodies react to movement during sleep and has been featured in national and international press, including Oprah's favorite things list of 2017, TIME, Good Morning America, TODAY and BBC News.

Snoring occurs as a result of the airways in our throats collapsing while our neck muscles relax during sleep. As you begin to snore, Smart Nora silently and gently moves your head using a lightweight, padded insert that sits under your pillow. This slight movement of the head stimulates the relaxed throat muscles allowing the airway to assume its natural position and stop snoring. The thoughtful design eliminates the need for any contact with the user's head or face.

"The reviews we've received from hundreds of customers over the last few years is a testament to Smart Nora's effectiveness," said Behrouz Hariri, CEO and Co-founder of Smart Nora. "The SleepScore Labs study provides us with the data to back up those reviews and we're hopeful that we can convert even the toughest snoring solution skeptics."

Smart Nora is available for \$299 at [smartnora.com](http://smartnora.com).

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