

New SleepPhones Helping People Sleep Better

The unique SleepPhones System is helping hundreds of people to sleep better. With the special headphones for sleeping, the SleepPhones System delivers science-based binaural beats to lull the brain to sleep.

Stamford, CT ([PRWEB](#)) November 15, 2007 -- When entrepreneurs, Jason Wolfe and Dr. Wei-Shin Lai, set out in January 2007 to create a product to help Dr. Lai get a better night's sleep, they never anticipated it to become a business. As a family physician, Dr. Lai saw the value of creating a product help people sleep better without drugs.

When Wolfe and Lai experienced how effective the SleepPhones were, they decided to market them. "We've always wanted to create innovative products that benefit the world," says Dr. Lai. "Plus, SleepPhones are the only headphones for sleeping on the market today."

[The SleepPhones System](#) is a patent-pending technology that combines [binaural beats](#) with the first headphones specifically designed for sleep. Using binaural beats induces brainwave patterns from beta (awake) to delta (deep sleep). The theory is that the brain generates an interference pattern when each ear receives a different and specific frequency of sound wave. This interference pattern coaxes the brain to reach a desired level of consciousness, such as deep sleep or fully awake. Encouraging the brain to achieve deeper sleep waves results in better, more restorative, sleep.

SleepPhones are a fleece headband with adjustable speakers built inside -- the speakers deliver the binaural beats. They come with a CD that has two sleep tracks and one wake track, a Lavender sachet, and instructions.

Wolfe and Lai encountered a few obstacles while designing this product. The first was inventing headphones that were comfortable enough to sleep in all night long. Because she has always been quite crafty, Dr. Lai eventually came up with the headband idea. A couple of other barriers were locating speakers that would deliver the correct frequency of sound waves, and creating their own nature CD's. They traveled all over the US, camping outdoors to record various nature sounds.

The [SleepPhones Website](#) was officially launched in August 2007. Since that time they have received a lot of [positive feedback](#) from all sorts of customers with trouble sleeping. Light sleepers who have to deal with random noise, snoring partners, anxiety, and many other sleep disturbances have already benefited. Dr. Lai says, "SleepPhones may not cure insomnia or block out all snoring, but they do help most people sleep better."

Nature CD's often cost at least \$15, but Wolfe and Lai have decided to offer theirs free of charge on their website. "It costs us extra in bandwidth, but it's great to know that something you created is helping someone," says Dr. Lai. Shipping for the SleepPhones System is also free until the end of the year.

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