

Health Startup Using Wearable Technology to Eliminate Snoring

Side Sleep Technologies BV, a Dutch digital health startup, has developed an anti-snoring wearable device called Snooor that trains the body to sleep on its side in order to combat snoring.

Amsterdam, NL (October 29, 2019) - A group of sleep experts and technical entrepreneurs based in Amsterdam are turning to wearable technology to deliver a good night's sleep to positional snorers.

The group's first offering is the Snooor, which combines the principles of positional therapy with a lightweight wearable device that users wear during the night, in order to prevent snoring in the 66% of adults that snore while sleeping on their back.

Designed to measure the user's sleeping position, the Snooor wearable recognizes when the snorer has been on their back for an extended period of time. Then, it offers a gentle vibration that prompts the body to switch to a side-sleeping position, without waking up the user.

The Snooor wearable was originally designed by co-founder and CEO of Side Sleep Technologies BV, [Michiel Allessie](#). A certified sleep dentist and serial entrepreneur, he previously served as the Vice President of Snoring at SleepScore Labs.

Co-founders [Idan Vellemen](#), an experienced hospitality-tech manager and [Mykola Sharhan](#), a specialist in software development for embedded devices, have worked with Allessie and a board of medical advisors to offer an affordable yet effective cure for positional snorers.

"I developed the Snooor device because there is no affordable solution for back snorers. The current sleep position trainers are quite expensive and often only accessible for people with positional sleep apnea. With a price tag of 50 Euro, a sleeping position training therapy is now available for the largest snoring group," said Allessie about his new venture.

The Snooor Wearable can be purchased at www.snooor.com for \$59,99.

Contact

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