



Sleep Cycle Adds ASMR Audio Tracks to Sleep Aid Content Library

ASMR audio tracks release includes plastic bags, finger tapping, soft cloth, rain, wind, and pebbles

GOTHENBURG, Sweden—April 27, 2020—[Sleep Cycle](#), the best selling alarm clock and top rated sleep tracker application, has added Autonomous Sensory Meridian Response (ASMR) audio tracks to its Sleep Aid library, featuring a wide range collection of stories, music, ambiance and sounds.

“There are millions of people around the world using ASMR as a tool to find peace and mindfulness in their days and as they fall asleep,” said Andreas Roman, Head of Content at Sleep Cycle. “Including ASMR to our Sleep Aid library is a natural next step, and one that caters to the needs of our diverse users.”

First launched in October 2019, the Sleep Cycle Sleep Aid library is a tool for users struggling to fall asleep. The feature has received incredible feedback from users, which speaks to its ability to aid in relaxation and sleep through the use of music, storytelling and ambiance sounds.

“Our team has been working endlessly to capture the best recordings in cramped spaces, by the open sea, in forests and in living rooms,” said Roman. “But, we are still learning what works best for our users and are open to their feedback and requests on what they want to hear.”

ASMR sound tracks are available now in the Sleep Aid content library for all users and includes tracks that feature plastic bags, finger taps, soft cloth, pebbles, rain and wind audio.

To test the new ASMR audio tracks, download the Sleep Cycle app on any iOS or Android compatible device. For more information, visit www.sleepcycle.com.

What is ASMR?

Still a fairly new creation, Autonomous Sensory Meridian Response (ASMR) is described as a tingling sensation that starts at the scalp then moves down the neck and upper spine.

About Sleep Cycle

With more than 40 million downloads, Sleep Cycle is the world’s most popular intelligent alarm clock app that analyzes users’ sleep, records findings and wakes them during their lightest sleep phase so they feel rested and refreshed. The app generates nightly sleep reports, tracks long-term sleep trends, and logs how daily activities impact sleep quality. With millions of users worldwide, Sleep Cycle has also become the world’s richest repository of data on global sleep habits.

A Sleep Cycle Production

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