Sense System

Sense Overview

<u>Outline:</u>

The first system for understanding your sleep and bedroom.

Sense is a simple system that tracks your sleep, monitors the environment in your bedroom and reinvents the alarm, so you can sleep better.

Sense sits on your bedside table and combines the insight of your sleep patterns with the data of the environment in your bedroom, including noise, light, temperature, humidity and particles in the air. When you know what helps or hinders your sleep, you can fix it.

[Sense]

Sense is a simple system that tracks your sleep, monitors the environment in your bedroom and reinvents the alarm, so you can sleep better.

Sense sits on your bedside table and tracks the data of the environment in your bedroom, including noise, light, temperature, humidity and particles in the air. While the Sleep Pill clips onto your pillow and monitors how you sleep.

If you truly want to understand your sleep and improve it, you need to know about the room you sleep in and how that impacts your sleep. Tracking just your sleep cycles does not suffice. Sense from Hello has been built to change that.

Sleep Pill Overview

Outline:

Sense comes with a little device called a Sleep Pill. It simply attaches to your pillow and invisibly tracks your sleep at night. Sense knows when you're falling asleep, soundly asleep, thrashing about, or waking up. All this is possible with the highly sensitive accelerometer and gyroscope inside the Sleep Pill, which clips discretely, and securely, onto your pillow.

Final Content:

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Smart Alarm Overview

Outline:

Waking up every morning should feel great every morning. With Sense's Smart Alarm, you are awakened by one of ten sounds composed just for Sense to help you wake up. Each one of these awakening sounds is designed to wake you up in the most natural way possible, not like the alarm clock you're used to. Sense will wake you when you are in the lightest part of your sleep cycle within 30 minutes prior to the time you set. That way, you wake up at the right time for you.

Final Content:

Waking up should feel great. Sense's Smart Alarm is designed to wake you up in the most natural way possible, not like the alarm clock you're used to. Sense will wake you when you are in the lightest part of your sleep cycle within 30 minutes prior to the time you set. That way, you wake up at the right time for you.

You'll be able to choose from ten custom alarm tones.

Sense App Overview

Outline:

The Sense iOS and Android applications tell you everything you need to know about your night.

Sense interprets the data from your sleep and your bedroom and gives you a detailed timeline of the events that occurred during that time. You'll be able to see everything, from tossing and turning, to car alarms going off. If you enable enhanced audio, Sense will detect noise disturbances such as snoring and sleep talking, tell you at what time it happened and playback an audio clip.

You will also see your unique Sleep Score, insights to help you sleep better and be able to set your smart alarm.

Final Content:

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You will also see your unique Sleep Score, insights to help you sleep better and be able to set your smart alarm.

Accessories Overview

Outline:

Sense

Sleep Pill

Micro USB Cable

USB Power Adapter

Documentation

[show the intro to 'setting up Sense' video]

Final Content:

What you'll find inside

Your Sense

A Sleep Pill

Power adaptor

Cable

Instructions on how to get started

Getting Started

Where to get the App

Outline:

Intro to why you need the app.

Get the app:

senseapp.com

Play Store [link]

App Store [link]

Final Content:

To set-up Sense, you will first need to download the Sense app which you can find at:

senseapp.com

Play store link

App Store link

The app will guide you through the set-up process. The app is where all your sleep data is stored - you'll be able to see your Timeline, Trends and Sleep Insights. You'll also be able to set your Smart Alarm.

Setup Sense Overview

[Video]

Step by Step instructions

Final Content:

1. Place your Sense on a nightstand next to your bed.

2. Attach the cable to the USB port on the adaptor and plug it in. The micro USB end inserts at the base of Sense.

3. Sense will glow purple indicating that it's ready to be paired.

4. You'll first need to download the Sense app from our website at https://senseapp.com.

5. The app will prompt you to set up an account and give us a few details about yourself. These details will help ensure the accuracy of your sleep insights.
Now, you can pair your phone with Sense. Make sure you have your phone's Bluetooth turned on.

6. Next, choose your WiFi network and enter your password.
7. Now, you'll need to pair your Sleep Pill to Sense.
8. Your Sleep Pill stays on your pillow so it can track your sleep.
9. Then you'll shake your Sleep Pill for three seconds. Sense will glow white when your Sleep Pill is connected.
10. To attach your Sleep Pill hold the edge of your pillowcase taut and slide on your Sleep Pill. It's a snug fit to make sure it doesn't fall off.
11. Last but not least, you can set your first Smart Alarm.
Now you're all set up, and ready for a good night's sleep.

User Information

Outline:

Why we use it.

Why do you need height, weight, gender

You can skip

Amanda

Final Content:

When you set up Sense, the Sense app will ask you for a few details about yourself including height, weight and birthday. The reason we ask for them is to better ensure the accuracy of your Sleep Insights.

You can skip entering these details, however it is highly recommended so that we can provide you with the best possible insights.

Pairing with Sense via Bluetooth

Outline:

Sense uses Bluetooth to communicate with your mobile device. Make sure your Bluetooth is on.

1. Open phone settings

2. Tap Bluetooth> Flip the switch to On

3. Return to the Sense app

Make sure Sense is plugged in, nearby, and in Pairing Mode.[link to putting in pairing mode page]

[Screenshot: Pairing with Sense]

When ready, tap Continue. The app will prompt you to Pair with your Sense.

[Screenshot: Pairing Dialog]

Press Pair to pair your phone with Sense.

Having trouble?[link to troubleshooting page]

Final Content:

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3. Return to the Sense app

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[Screenshot: Pairing with Sense]

When ready, tap Continue. The app will prompt you to Pair with your Sense.

[Screenshot: Pairing Dialog]

Press Pair to pair your phone with Sense.

Having trouble?[link to troubleshooting page]

Connecting Sense to WiFi

Outline:

Sense uses WiFi to communicate with your servers. Make sure you know your Network and Password.

You will need to have a 2.4GHz network for Sense to connect. At this time we do not support 5GHz.

[Screenshot: Select your Network]

Select your Wifi network from the list. If you don't see your network, try moving closer to your wireless router and rescanning. If you have a hidden Network, tap 'Other' and fill in your network and password. *Having trouble?*

[Screenshot: Enter Password]

Enter your WiFi password and tap 'Continue.' Your Sense will attempt to connect to your WiFi network.

Final Content:

Sense uses WiFi to communicate with your servers. Make sure you know your Network and Password.

You will need to have a 2.4GHz network for Sense to connect. At this time we do not support 5GHz.

[Screenshot: Select your Network]

Select your Wifi network from the list. If you don't see your network, try moving closer to your wireless router and rescanning. If you have a hidden Network, tap 'Other' and fill in your network and password. *Having trouble?*

[Screenshot: Enter Password]

Enter your WiFi password and tap 'Continue.' Your Sense will attempt to connect to your WiFi network.

Pairing your Sleep Pill

Outline:

Sleep Pill clips to your pillow and tracks your sleep during the night. Each person using Sense has their own Sleep Pill, so if you're using Sense with a partner, they will set up their Pill separately. *Using Sense with Two Sleep Pills*

[Screenshot: Pairing your Sleep Pill]

When prompted, shake your Sleep Pill for three seconds to pair it with your Sense. You may need to shake it quickly for it to register.

[Screenshot: Sleep Pill Paired]

Pair a Second Sleep Pill?

Having trouble?

Final Content:

Sleep Pill clips to your pillow and tracks your sleep during the night. Each person using Sense has their own Sleep Pill, so if you're using Sense with a partner, they will set up their Pill separately.

Using Sense with two Sleep Pills

[Screenshot: Pairing your Sleep Pill]

When prompted, shake your Sleep Pill for three seconds to pair it with your Sense. You may need to shake it quickly for it to register.

[Screenshot: Sleep Pill Paired]

Pair a Second Sleep Pill?

Having trouble?

Clipping Sleep Pill

Outline:

Attach Sleep Pill to your Pillow.

Sleep Pill clips to your pillow and tracks your sleep during the night.

You may need to pull it taut between two hands.

[Video/Picture]

Having trouble? [Link to video or help page]

Final Content:

Attach Sleep Pill to your pillow.

Sleep Pill clips to your pillow and tracks your sleep during the night.

Attach your Sleep Pill to the pillowcase you sleep on.

Hold the edge of your pillowcase taut and slide on your Sleep Pill. It's a snug fit to make sure it doesn't fall off.

[Video/Picture]

Having trouble? [Link to video or help page]

Pair a second Sleep Pill

Outline:

Each person who uses Sense will have their own Sleep Pill, and create their own account to use with Sense. If your partner is available when you initially set up your Sense, you can select 'Set up another Sleep Pill' to put Sense back into Pairing Mode (link) so that they can get set up. If your partner is not available at that time, or you purchase a second Sleep Pill at a later date, they can always get set up later.

To pair a second Sleep Pill to your Sense, have your partner visit http://hello.is/app to download the Sense application and set up their account. They will be given instructions to pair their Sleep Pill.

Final Content:

Each person who uses Sense will have their own Sleep Pill. Each person will also need to create their own account to use with Sense. If your partner is available when you initially set up your Sense, you can select 'Set up another Sleep Pill' to put Sense back into Pairing Mode (link) so that they can get set up. If your partner is not available at that time, or you purchase a second Sleep Pill at a later date, they can always get set up later.

To pair a second Sleep Pill to your Sense, have your partner visit http://hello.is/app to download the Sense application and set up their account. They will be given instructions to pair their Sleep Pill.

Sense App

Where to get the App

Outline:

Visit https://senseapp.com on your phone to start using Sense.

Final Content:

To set-up Sense, you will first need to download the Sense app which you can find at:

senseapp.com

Play store link

App Store link

The app will guide you through the set-up process. The app is where all your sleep data is stored - you'll be able to see your Timeline, Trends and Sleep Insights. You'll also be able to set your Smart Alarm.

Current Conditions

Marketing copy

Screen shots

The Current Conditions view shows the conditions in your bedroom. Tap any of the cards to see more detail.

Final Content:

Navigating through the days

Outline:

Swipe left or right on the timeline to navigate forward or back a day. Tap the date at the top to zoom out.

Final Content:

Swipe left or right on the timeline to navigate forward or back a day. Tap the date at the top to zoom out.

Sleep Trends

<u>Outline:</u>

<u>Final Content:</u>

The Trends view will show you longer term data about your sleep.

Sleep Insights

This view will show you personalized Sleep Insights based on your sleep data. From time to time, you'll also see Questions in this space -- these questions help Sense to understand you and your sleep better.

Enhanced Audio

Outline:

This will allow Sense to pick up snoring, sleep talking and other noise disturbances.

Without enhanced audio enabled, Sense only looks at background noise.

Turn on enhanced audio.

Open Sense App> Tap Settings icon> My Account> Enhanced Audio> Switch on

Final Content:

This will allow Sense to pick up snoring, sleep talking and other noise disturbances.

Without enhanced audio enabled, Sense only looks at background noise such as car alarms and sirens.

Turn on enhanced audio.

Open Sense App> Tap Settings icon> My Account> Enhanced Audio> Switch on

Devices

Outline:

The Devices view shows you the Sense and Sleep Pill currently associated with your account. If you need to replace Sense or Sleep Pill for any reason, you can remove and re-add them here.

Final Content:

The Devices view shows you the Sense and Sleep Pill currently associated with your account. If you need to replace Sense or Sleep Pill for any reason, you can remove and re-add them here.

WiFi

2.4GHz network (5GHz not supported)

Hidden Networks (need to tap 'Other...')

Change your WiFi network.

Open Sense App> Tap Settings icon> 'Sense and Sleep Pill> 'Sense'> Edit WiFi> Select your Wifi network > Enter WiFi network password

Account Settings

Outline:

My Account

Open Sense App> Tap Settings icon> My Account

Change email address.

Open Sense App> Tap Settings icon> My Account> Email

Change password.

Open Sense App> Tap Settings icon> My Account> Password

Change your height.

Open Sense App> Tap Settings icon> My Account> Height

Change your weight.

Open Sense App> Tap Settings icon> My Account> Weight

Delete your account.

Open Sense App> Tap Settings icon> My Account> Delete account

Final Content:

My Account

Open Sense App> Tap Settings icon> My Account

Change email address.

Open Sense App> Tap Settings icon> My Account> Email

Change password.

Open Sense App> Tap Settings icon> My Account> Password

Change your height.

Open Sense App> Tap Settings icon> My Account> Height

Change your weight.

Open Sense App> Tap Settings icon> My Account> Weight

Delete your account.

Open Sense App> Tap Settings icon> My Account> Delete account

Sense

Plugging in Sense

Outline:

Make sure Sense is plugged into a wall outlet next to your bed.

Sense is not battery powered, must be plugged in.

Range of WiFi

Distance to bed/wall

Use our adapter (not iPhone adapter)

[Picture/video]

Final Content:

Sense should sit on your nightstand or somewhere near your bed and should be within WiFi range.

Gestures

Outline:

Distance and speed

[Video/Picture]

To know conditions in your room.

Wave your hand over Sense, and instantly you'll know about the conditions in your room.

Green means everything is good.

Yellow mean something's a little off.

Orange means you should adjust something.

Turn off Smart alarm.

Wave your hand over Sense.

Final Content:

The only gesture you need to use with Sense is waving your hand over it.

When you do wave your hand over Sense, make sure you keep your hand close to Sense and move your hand at a steady pace.

Once you wave your hand over Sense, it'll tell you the status of your bedroom through glowing different colors.

Green means everything is good.

Yellow mean something's a little off.

Orange means you should adjust something.

You can also wave your hand over Sense to turn off the alarm.

Colors

Outline:

You'll want to check that everything's set for a good nights sleep. Simply wave your hand over Sense, and instantly you'll know about the conditions in your room.

Good - Green

Okay - Yellow

Bad - Orange

Purple - Pairing mode

Spinning Yellow - Unsupported power adapter

Spinning Red - No internet connection

Red Flash - Pill Color

Blue Flash - Pill Color

Final Content:

Understanding the colors of your bedroom.

Green means everything is good.

Yellow mean something's a little off.

Orange means you should adjust something.

Understanding other Sense colors.

Purple - Pairing mode

Spinning Yellow - Unsupported power adapter

Spinning Red - No internet connection

Sleep Pill

Color

Outline:

Know the difference between you and your partners Sleep Pill

Shake the Sleep Pill near Sense

Each pill gets assigned a color red/blue. Go to setting in app
to know which color you have been assigned.

Flashing Blue

Flashing Red

Final Content:

Battery Change

Outline:

Battery Needed:

Battery Coin cell CR2025 (Link to where you buy)

Instructions for replacing Sleep Pill:

With the Hello logo faced up (facing you), pry up from the top edge and pop the cap off

Remove the battery. Verify you have the right type of battery by looking at the number on it.

Replace with new battery. Take your new battery and pop it back in. The positive (+) sign should be right side up (facing out towards you).

Place the white plate on top of your Sleep Pill making sure the groves match. Slide one of the tabs into the open groove. When that is aligned, visually align the other two tabs and snap down.

Once the battery is in, shake it a few times near the Sense and it should be active. You will not have to re-sync.

[Video/Picture]

Final Content:

Battery Needed:

Coin cell battery CR2025(Link to where you buy)

Instructions for replacing Sleep Pill:

With the Hello logo facing towards you, pry up from the top edge and pop the cap off.

Remove the battery.

Replace with new CR2025 battery. Pop the new battery back in with the positive (+) sign facing out towards you.

Place the white plate on top of your Sleep Pill making sure the groves match. Slide one of the tabs into the open groove. When that is aligned, visually align the other two tabs and snap down.

Shake your Sleep Pill a few times near the Sense. Sense will flash blue or red depending on what color your Sleep Pill was assigned.

Clipping to pillow

Outline:

Attach Sleep Pill to your Pillow.

Clip your Sleep Pill to the pillowcase you sleep on. You may need to pull it taut between two hands.

[Video/Picture]

Placement.

Final Content:

Attach Sleep Pill to your pillow.

Attach your Sleep Pill to the pillowcase you sleep on.

Hold the edge of your pillowcase taut and slide on your Sleep Pill. It's a snug fit to make sure it doesn't fall off.

[Video/Picture]

Placement.

Set Up a new Sleep Pill

Outline:

Sleep Pill clips to your pillow and tracks your sleep during the night. Each person using Sense has their own Sleep Pill, so if you're using Sense with a partner, they will set up their Pill separately. *Using Sense with Two Sleep Pills*

[Screenshot: Pairing your Sleep Pill]

When prompted, shake your Sleep Pill for three seconds to pair it with your Sense. You may need to shake it quickly for it to register.

[Screenshot: Sleep Pill Paired]

Pair a Second Sleep Pill?

Having trouble?

Final Content:

Sleep Pill attaches to your pillow and tracks your sleep during the night. Each person using Sense has their own Sleep Pill and each should be paired separately.

Using Sense with two Sleep Pills

[Screenshot: Pairing your Sleep Pill]

When prompted, shake your Sleep Pill for three seconds. Sense will glow white when your Sleep Pill is connected.

[Screenshot: Sleep Pill Paired]

Pair a second Sleep Pill?

Having trouble?

Pair a second Sleep Pill

Outline:

Each person who uses Sense will have their own Sleep Pill, and create their own account to use with Sense. If your partner is available when you initially set up your Sense, you can select 'Set up another Sleep Pill' to put Sense back into Pairing Mode (link) so that they can get set up. If your partner is not available at that time, or you purchase a second Sleep Pill at a later date, they can always get set up later.

To pair a second Sleep Pill to your Sense, have your partner visit http://hello.is/app to download the Sense application and set up their account. They will be given instructions to pair their Sleep Pill.

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Each person who uses Sense will have their own Sleep Pill, and will need to create their own account to use with Sense. If your partner is available when you initially set up your Sense, you can select 'Set up another Sleep Pill' to put Sense back into Pairing Mode (link) so that they can get set up. If your partner is not available at that time, or you purchase a second Sleep Pill at a later date, they can always get set up later.

To pair a second Sleep Pill to your Sense, have your partner visit http://hello.is/app to download the Sense application and set up their account. They will be given instructions to pair their Sleep Pill.

Maintaining your Sleep Pill

Outline:

Keep on your pillowcase or keep on your fitted sheet

Remove when washing

Final Content:

Keep your Sleep Pill on your pillowcase. Remove before washing.

Use a soft, clean, lint-free cloth to clean Sense and Sleep Pill. Do not use liquids or abrasive solutions.

Sleep Score

Your Sleep Score

Final Content:

Each night Sense calculates your Sleep Score. This score takes into account all of the sensor data and variables that Sense monitors to generate a score out of 100 for your previous night.

It looks at both the environment of your bedroom, such as disturbances during the night or whether your room was too bright for an ideal night's rest, as well as how you actually slept yourself.

Share your Sleep Score

Smart Alarm

What is the Smart Alarm

Outline:

Waking up every morning should feel great every morning. With Sense's Smart Alarm, you are awakened by one of ten sounds composed just for Sense to help you wake up. Each one of these awakening sounds is designed to wake you up in the most natural way possible, not like the alarm clock you're used to. Sense will wake you when you are in the lightest part of your sleep cycle within 30 minutes prior to the time you set. That way, you wake up at the right time for you.

Final Content:

Waking up should feel great. Sense's Smart Alarm is designed to wake you up in the most natural way possible, not like the alarm clock you're used to. Sense will wake you when you are in the lightest part of your sleep cycle within 30 minutes prior to the time you set. That way, you wake up at the right time for you.

You'll be able to choose from ten custom alarm tones.

Setting your Smart Alarm

<u>Outline:</u>

Only one Smart Alarm per day.

Open Sense App> Tap alarm icon

Choose to set up a new alarm. Tap the plus (+) icon at the bottom of the page

Select time. Scroll through time layout at bottom of the page> Choose the time you would like to wake up

Edit an existing alarm. Select the Alarm you would like to edit.

Choose tone. Select Tone - Tap on the sound title to preview the tone> Tap back arrow at the top of the page>

Repeat Alarm. Select Repeat - Tap on the days you would like this alarm to go off> Tap back arrow at the top of the page

Save Alarm. Tap Save at the top right corner

<u>Final Content:</u>

You can set one Smart Alarm per day.

Open Sense App> Tap alarm icon

To set up a new alarm. Tap the plus (+) icon at the bottom of the page

Select time. Scroll through the hours and minutes at the bottom of the page> Choose the time you would like to wake up

Choose tone. Select Tone>Tap on the sound title to preview and select the tone> Tap back arrow at the top of the page>

Repeat Alarm. Select Repeat > Tap on the days you would like this alarm to go off> Tap back arrow at the top of the page

Save Alarm. Tap Save at the top right corner

Edit an existing alarm. Select the Alarm you would like to edit.

Multiple Alarms

Outline:

You can set as many alarms as you like, with two restrictions:

-currently only one Smart Alarm, per person, per day

-if you use Sense with a partner, you can't both have an Alarm set for the exact same time (either Smart or Regular)

Final Content:

You can set one smart alarm and as many regular alarms per person as you like.

When using Sense with a partner, make sure you set your alarms for different times.

Dismissing your Alarm

Outline:

Wave

Final Content:

To dismiss the alarm, simply wave your hand over Sense.

Alarms with two people

<u>Outline:</u>

You can set as many alarms as you like, with one restriction:

-When using Sense with a partner, you can't both have an Alarm set for the exact same time (either Smart or Regular)

<u>Final Content:</u>

When using Sense with a partner, you can both set one smart alarm and as many regular alarms as you like. Just be sure you set your alarms for different times.

Sensors

Microphone

Sensitive Microphone to pick up on snoring, sleep talking and noise disturbances in the night.

Light

Outline:

Ambient Light Sensor monitors the levels of light in your room. A good night's sleep is helped dramatically by having a completely dark bedroom without sudden interruptions such as a phone or car headlights.

Sense near a lamp may affect your data.

Final Content:

Temperature/Humidity

Temperature and Humidity Sensors are able to detect the temperature and humidity throughout the night in your bedroom, helping Sense learn how you like your bedroom and under which conditions you sleep best.

Particulates

Outline:

Particulate Sensor can spot the tiniest of things floating around in the air, so tiny you can't even see most of them. But they are there, and they are potential sleep interrupters for many; more than 50 million people suffer from nasal allergies. If the pollen count is high in your neighborhood and Sense detects a rising level of microscopic particles in your bedroom, you should know.

Final Content:

Particulate Sensor can spot the tiniest of particles floating around in the air. They are so tiny that you can't even see most of them, but they are there, and they're potential sleep interrupters for many; more than 50 million people suffer from nasal allergies. If the pollen count is high in your neighborhood and Sense detects a rising level of microscopic particles in your bedroom, you should know.

Motion

6-axis accelerometer and gyroscope, capable of picking up
the tiniest of your movements throughout the night.

Final Content:

Account

Change Email Address

Outline:

Open Sense App> Tap Settings icon> My Account> Email

Final Content:

Open Sense App> Tap Settings icon> My Account> Email

Change Password

Outline:

Open Sense App> Tap Settings icon> My Account>
Password

Final Content:

Open Sense App> Tap Settings icon> My Account>
Password

Change Height/Weight

Outline:

Change your height.

Open Sense App> Tap Settings icon> My Account> Height

Change your weight.

Open Sense App> Tap Settings icon> My Account> Weight

Final Content:

Change your height.

Open Sense App> Tap Settings icon> My Account> Height

Change your weight.

Open Sense App> Tap Settings icon> My Account> Weight

Your data

Outline:

Final Content:

The app will prompt you to set up an account and give us a few details about yourself. These details will help ensure the accuracy of your sleep insights.

Deleting your account

Outline:

Delete your Sense account.

Open Sense App> Tap Settings icon> My Account> Delete account

Final Content:

Delete your Sense account.

Open Sense App> Tap Settings icon> My Account> Delete account

3rd Party Integrations

Health Kit

Outline:

Final Content:

We will make sleep data from Sense available to HK.

Explain permissions we ask for and why.

Google Fit

<u>Outline:</u>   <u>Final Content:</u>

We will make sleep data from Sense available to GF.

Explain permissions we ask for and why.

Safety

Powering Sense

Outline:

Only use Sense accessories.

Final Content:

Sense should be powered with the wall adaptor and cable provided. Sense will not work with accessories from other manufacturers.

Sleep Pill

<u>Outline:</u>

Choking Hazard

<u>Final Content:</u>

Sleep Pill can be a choking hazard for small children.

Opening Sense

Outline:

Do not open Sense.

Opening Sense will void your warranty.

If you have issues or concerns with your Sense please contact us at support@hello.is.

Final Content:

Do not open Sense.

Opening Sense will void your warranty.

If you have issues or concerns with your Sense please contact us at support@hello.is.

Legal/Regulatory

Outline:

https://docs.google.com/a/sayhello.com/document/d/1lsQvUXbe6GKjvInzoPAsU9XWXq8vsck7KLvTHoaI7_c/edit

Final Content: