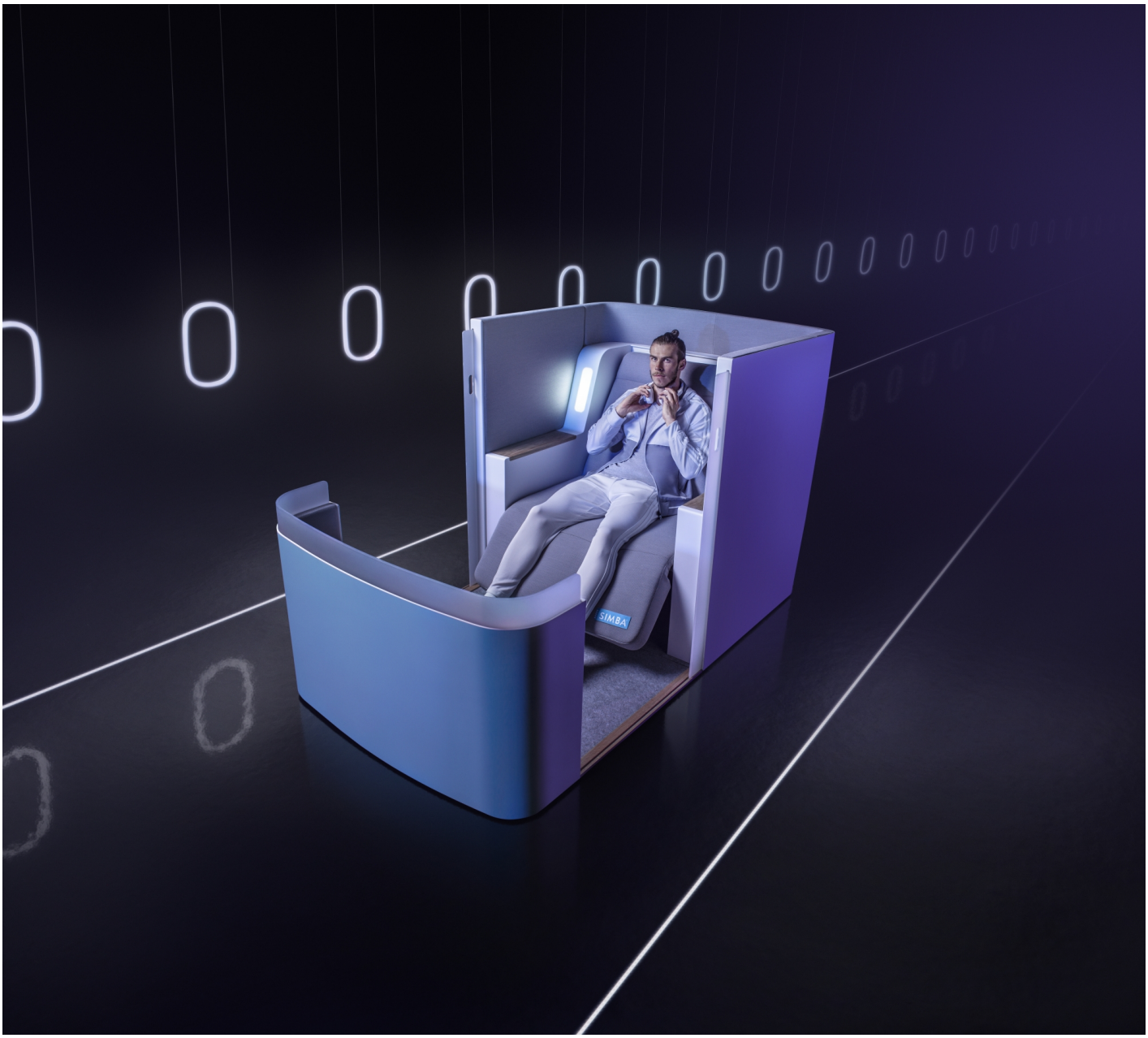
SIMBA AIR-HYBRID: THE WORLD'S MOST ADVANCED AIRLINE SEAT

News / Manufacturer



High-tech sleep brand SIMBA Sleep is using science, technology, and design innovation to redefine our sleep experience at 36,000 feet

- **Technologically advanced in-cabin ecosystem delivers ultimate “home from home” sleep environment for those with a demanding travel schedule**
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Engineered to identify nuanced body movements; SIMBA Air-Hybrid features a six-axis accelerometer, gyroscope and can monitor noise, temperature, light, humidity and air particles - adjusting accordingly

- **SIMBA Sleep Lab developed the Air-Hybrid prototype over a 6-month period; consulting with sleep psychologists as well as world class footballer and SIMBA Ambassador Gareth Bale**

- **SIMBA Sleep now in final discussions with both commercial and private airline who are keen to adopt the Air-Hybrid technology in aircrafts internationally**

Even the best seats on airlines are *seats* first... and beds second. But for future airline passengers this will soon be a thing of the past thanks to a catalyst comment from Wales & Real Madrid forward **Gareth Bale.**

SIMBA Sleep has engineered the **SIMBA Air-Hybrid**; the world's most advanced airline seat which promises to deliver the ultimate sleep environment for those with a demanding travel schedule.

Conversations with Bale about 'red eye' flights were the catalyst to conceive the visionary smart-bed. The aim is to create a technologically advanced in-flight sleep experience to combat fettered sleep at 36,000 feet.

The design combines the brand's pioneering mattress technology, featuring a unique fusion of 2,500 conical pocket springs and responsive memory foam layers, providing unparalleled comfort, support and heat regulation.

Gentle automatic adjustments recline the bed to a **'zero g'** position; closely simulating weightlessness - easing pressure on the back and spine whilst dissolving strain from the extremities. This allows blood to move freely through the body, improving circulation which proves a common issue whilst flying.

The physical surrounds of the SIMBA Air-Hybrid houses a sophisticated eco-system including orange light-therapy system, soothing scent infusions and ground-breaking physiological sensors. A six-axis accelerometer within the bed means that the seat can monitor noise, temperature, light, humidity and particles in the air and adjust them accordingly.

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Excessive airline travel often makes maintaining a consistent sleep pattern (or circadian rhythms) challenging. This is exacerbated for athletes like **Gareth Bale** whose schedules demand constant travel where an evening's rest is only available whilst aboard an aircraft.

Research by Stanford University has shown that increased sleep can directly effect on-field performance. Gareth Bale, Roger Federer and LeBron James have all become advocates for sleeping 10 hours per night, as it leads to nearly 10% increase in shot accuracy and improved sprint and reaction times. Yet, demanding travel schedules can often make this an impossible goal to achieve.

James Cox, SIMBA Co-Founder said: "*When we first met Gareth, he raised a challenge we hadn't thought of - what happens when you need a good night's sleep but you can't get to your bed at home? The SIMBA Air-Hybrid is our solution – a design that is every bit as comfortable as the mattresses that our customers enjoy at home. The feedback to the prototype has been so positive that we are now in final stage negotiations with both commercial and private airlines who want to adopt the Air-Hybrid We've also started to look at how our technology can be adapted for*

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other modes of transport including trains."

The benefits of sleep extend beyond performance, as it also aids recovery and injury prevention. Studies have shown that one restless night can weaken the immune system and increase the risk of illness, whilst more than five nights can result in strength and power being affected.

For a player like Gareth, competing domestic, European and International fixtures, the loss of sleep could result in fatigue which increases levels of the hormone cortisol. This hormone heightens the risk of strains and tears and can impair an athletes' sense of limb positioning and perception of strength, which can cause injuries such as ankle sprains.

Gareth Bale said: "The more you can sleep the better you will feel and the better you will perform. I've spoken to a sleep expert and they have told me to always try to go to bed and wake up at a similar time every night and morning. Getting this consistency becomes difficult when you're flying back from away night matches."

SIMBA Sleep is in talks with commercial and private airline to roll out the final SIMBA Air-Hybrid, internationally.

Chris Moody, Chief Executive of Fractional Jets Europe, who offer customers access to jets on NetJets, Vistajet, Route 1 Aviation and other leading operators, commented: "*Our clients all want the best service and the best facilities. Whether they are flying for business or pleasure the SIMBA Air-Hybrid offers a premium solution to both long haul and European trips and will ensure our customers will arrive at their destination relaxed and refreshed*."

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