

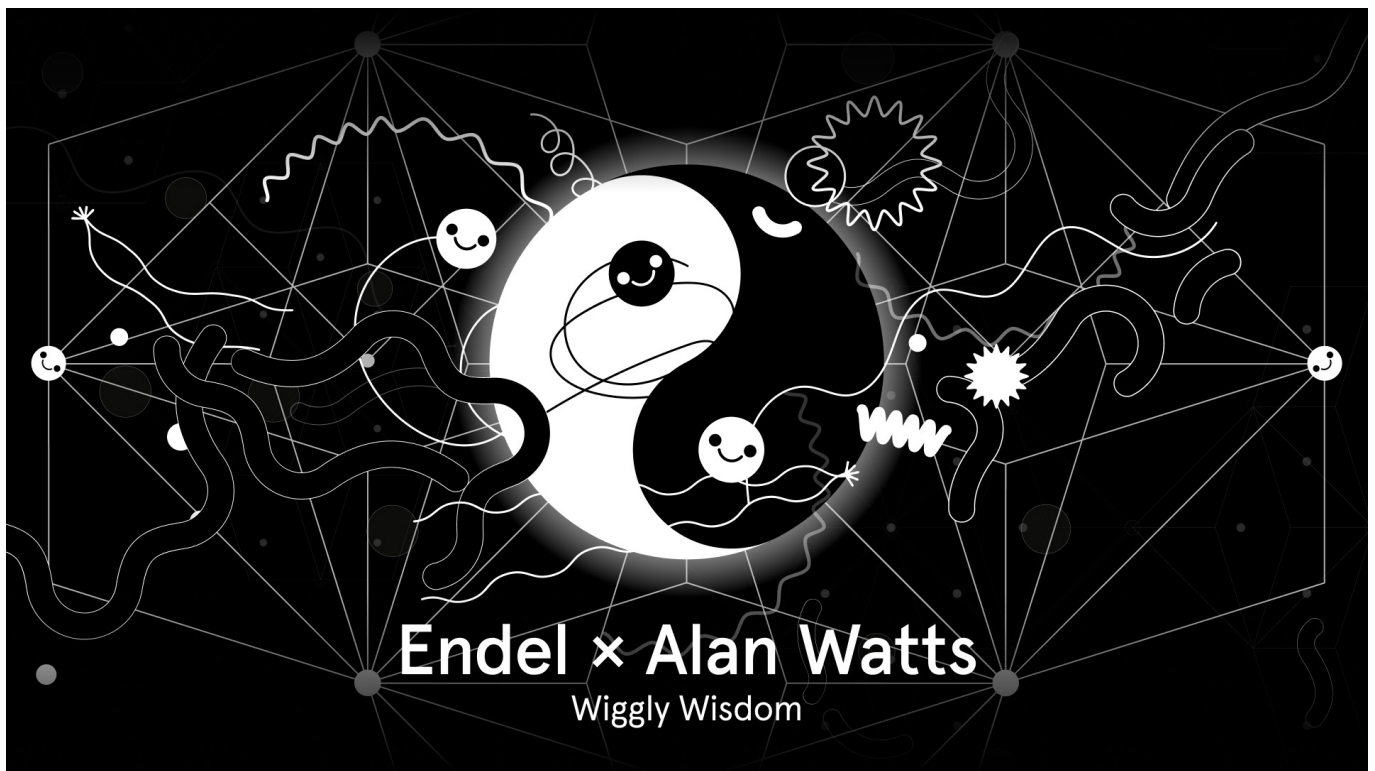


Endel

June 17, 2021

Endel collaborates with Alan Watts Organization on Wiggly Wisdom – AI-powered spoken-word soundscape to inspire

Alan Watts's voice and Endel's soothing soundscape adapt in real-time to get the listener more present, motivated, and relaxed



Available in the Endel app on iOS, macOS, and Amazon Alexa
Coming to Android June 21st

[Learn more about Alan Watts: Wiggly Wisdom](#)

[Try Endel for free](#)

Join Endel CEO Oleg Stavitsky, Mark Watts from the Alan Watts Organization, and entrepreneurs Kevin Rose and James Beshara as they discuss the collaboration and the influence of Alan Watts. [Clubhouse, Thursday Jun 17th at 11am PST.](#)

Endel, creator of personalized soundscapes apps with over two million users, and awarded Apple Watch App of the Year 2020, has released an inspiring new spoken word soundscape created in partnership with the Alan Watts Organization. Wiggly Wisdom is out now on Endel apps for iOS, macOS, and Alexa – and coming to Android June 21st.

Wiggly Wisdom continues the series of groundbreaking collaborations with visionary artists and thinkers, including Grimes: AI Lullaby and Plastikman: Deeper Focus ([New York Times](#), [Vogue](#), [Rolling Stone](#)). Working in partnership with the Alan Watts Organization, Endel incorporated a trove of spoken samples from Watts himself. Using Endel AI and a library of unique sounds, the soundscape factors in the user's location, weather, natural and circadian rhythm for a fully personalized experience that's both relaxing and motivating.

British philosopher Alan Watts is credited with popularizing Eastern philosophy in the West. His ability to translate and apply critical perspectives have helped trigger major shifts in thinking, and inspired millions globally to live with presence and purpose. Watts spent much of his life working to bring others a deeper experience of the present moment, making his philosophy a natural fit with Endel's personalized approach to wellness.

The influence of Alan Watts is far-reaching and continues to ripple through culture today: Her, the 2013 movie directed by Spike Jonze, featured an AI-powered operating system modelled on Alan Watts. Everything, an award-winning video game created by artist David O'Reilly, utilized audio clips of Watts to narrate its meditative gameplay. Wiggly Wisdom is the latest creative innovation to repurpose the word of Alan Watts for modern audiences.

Endel CEO and Co-founder, **Oleg Stavitsky**, says of the collaboration *"The words and ideas of Alan Watts are of great personal importance to me and we believe Alan to be very relevant to the stimulated and divided world that we live in today. We wanted to introduce his words to a new audience – and for those already familiar with his work – create a brand new way to experience his talks. This soundscape can be used for inspiration, motivation, but also relaxing with a purpose."*

Mark Watts, son of Alan Watts and founder of the Alan Watts Organization adds, *"Endel is a next-generation sound bed that is in many ways similar to the experimental soundscapes my father and sound pioneer Henry Jacob's created in the '50's and '60's (Haiku, Saikonton and Zenrin Poems, Dhyana; Art of Meditation & OM, the Sounds of Hinduism). He was fascinated with the use of sound and mantra for creating states of relaxed heightened awareness, and used to carry a bowl gong made from the cut off end of an oxygen cylinder on his lecture tours because he loved it's pure sound for sonic meditations conducted during his seminars."*

"Today it's much easier, and 'yoga music' playlists have become popular, including many tracks featuring my father's voice. Endel takes this trend another step forward, creating personally tuned soundscapes for focus, relaxation and creativity, enabling listeners to sink into daily rituals with relaxed awareness, punctuated by sound clips from Alan's 'Wiggly Wisdom'."

About Endel

Endel originated as a collective of artists, creatives, and inventors devoted to democratizing wellness and improving the human condition. Endel was born from a desire to provide a solution to stress, fatigue, sleep disorders and support evolution through technology. The members recognized that human bodies and minds were simply not evolving fast enough to catch up with the rapid speed of technology today. As a result, Endel was created to reinvigorate and nourish humans' mental and physical aspects, thus allowing people to better manage and adapt to the globalized world.

The company's patented core AI-technology Endel Pacific creates personalized, adaptive soundscapes to reduce stress, improve sleep and boost productivity – using personal inputs

such as heart rate, motion, weather and time of day. Endel has been backed by scientific studies, including [a recent study](#) which found that Endel provides the fastest, most consistent level of focus compared with playlists on streaming platforms. In 2020, it partnered with leading sleep experts from SleepScore Labs to collaborate on its Sleep and AI Lullaby soundscapes. Endel spans apps across iOS, Apple Watch, macOS, Amazon Alexa and Android with 2 million downloads. In 2020, Endel was awarded Apple Watch App of the Year. For more on Endel, visit endel.io

About Alan Watts Organization

The Alan Watts Organization is dedicated to preserving Alan's legacy through archival efforts and creative partnerships. Its goal is to make his work accessible digitally as well as through traditional media, and to help spread his message to future generations. For the last 45 years, the organization has been devoted to maintaining and disseminating the work of Alan Watts. Under the guidance of Alan's son (owner and archivist of Alan's recorded materials), Mark Watts, the organization distributes and provides avenues to interact with the recorded works of Alan Watts.

To experience vintage sound recordings and meditations visit alanwatts.org

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Alan Watts Organization social media

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