



Endel

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Endel partners with Grimes for historic 'AI Lullaby' project out now

A new way to experience music

A limited edition AI-powered sleep soundscape scientifically engineered to put you to sleep & improve wellness

Proceeds benefiting nonprofits 'A.I. For Anyone' and 'Naked Heart Foundation'



[Read more at The New York Times](#)

Download 'AI Lullaby' here: [iOS](#) / [MacOS](#)

Available until December 23, 2020. Other platforms later this year.

In a historic move, **Endel**, creator of personalized sound environments boasting over two million users, has partnered with singer, writer, producer, engineer and artist **Grimes** to release their collaborative new '**AI Lullaby**' project today. 'AI Lullaby' is available via the **Endel iOS app** on the App Store until December 23rd. The groundbreaking initiative sees Grimes working closely

with Endel's revolutionary AI and award-winning team to produce personalized sounds in real-time that are infused with her original music and vocals. These sounds are scientifically engineered to improve both sleep and wellness in children and adults and found on the Endel app. 'AI Lullaby' will be available on Android and Amazon Alexa later this year.

Backed by neuroscience, the collaboration signifies a larger cultural shift and serves as a positive example of how artists can work with AI and technology in the future. The project follows Endel's explosive leap into the music industry as the first algorithm to sign a deal with a music distributor in 2019, which garnered major global media attention and ushered in a slew of collaborations between other artists and AIs.

The 'AI Lullaby' was partially inspired from Grimes' own experience as a new mother. As someone who is deeply versed in AI, Grimes sought out Endel in admiration of their altruistic team and innovative work, which she defined as "**humane technology**", founded on deep philosophy, AI safety, immense research and art. Grimes worked hand in hand with Endel's co-founders – visionary entrepreneur **Oleg Stavitsky**, acclaimed sound designer and composer **Dmitry Evgrafov** and esteemed artist and visual director **Protey Temen** – to create original sounds and vocals matching both her artistic vision and Endel's psychoacoustic requirements. These stems were then processed by Endel Pacific technology to create a soundscape that adapts in real-time to your location, weather and natural light exposure. In addition to improving wellness, the project aims to normalize and celebrate motherhood, which continues to carry a stigma within our society.

In celebration of the project, a portion of the proceeds from 'AI Lullaby' will be donated to nonprofits that support the mental health of mothers and children, as well as AI education initiatives. For more info visit <https://ailullaby.endel.io/>

The 'AI Lullaby' project was made possible by a recent investment in Endel by Silicon Valley venture capital firm **True Ventures**, investors in Peloton, Fitbit, Ring and Blue Bottle Coffee, among other global brands, products and services.

This financing round is led by wellness and mindfulness app enthusiast and venture capital investor Kevin Rose of [True Ventures](#), a Silicon Valley venture capital firm with a strong history of successful investments in wellness companies and sensor-driven technologies. Investment from True Ventures will enable Endel to accelerate the integration of its technology, Endel Pacific, into various platforms in mobility, consumer electronics, hospitality, workspaces, and other industries. The financing round includes participation from SleepScore Ventures, Techstars Ventures, Impulse VC, Plus 8 Equity Partners, Waverley Capital, Amazon Alexa Fund, Target Global and several prominent angel investors.

"I think, if approached properly, AI has the ability to radically fix our world. I appreciate Endel because they represent the growing trend of humane technology. I hope that the fields of AI safety, research, philosophy, as well as humane AI and spiritual technology etc. can grow a lot in the coming years. We'll need it!" - **Grimes**

"We believe that solving fundamental problems like the lack of sleep, lack of self-awareness and constant stress requires sophisticated engineering, cutting edge science and art. When these things combine, we are able to spiritually evolve as a species. Grimes brought her vision and art into Endel, and the result is pure tech-aided magic." - **Oleg Stavitsky**, Endel co-founder

Endel's origins

Endel is first and foremost a collective of artists, creatives, scientists and inventors devoted to democratizing wellness and improving the human condition. Endel was born from a desire within the collective to provide a solution to stress, fatigue, sleep disorders, and to 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 human minds and bodies, allowing people to better manage and adapt to the globalized world.

Through various partnerships and integrations of the Endel Pacific technology into everyday products, Endel is evolving into an extensive ecosystem of sound. Endel will stay with you throughout the day and create soundscapes around you based on whatever is happening in your life at any given time. Using personal inputs such as heart rate, motion, weather and time of day, Endel generates sounds that improve one's well-being throughout the day by reducing stress, boosting productivity and improving sleep. The Endel tech already exists within gaming, music, travel, hospitality, education, transportation and beyond.

The science behind it

The project is fueled by Endel's core technology, Endel Pacific, which generates personalized Focus, Relax and Sleep sound environments by processing various personal inputs such as location, weather, time of day, motion and heart rate. Rooted in neuroscience, the technology is validated by the Experience Sampling Method developed by esteemed scholar Mihaly Csikszentmihalyi (Professor of Psychology and Management at Claremont Graduate University, author of the best-selling book Flow) and showed 6.3x concentration increase and 3.6x decrease of anxiety. Endel recently partnered with leading sleep experts from [SleepScore Labs](#) to improve and validate its 'Sleep Mode', which Endel x Grimes AI Lullaby is based on.

About Endel

Founded by a collective of imaginative creatives and artists, Endel is democratizing wellness by making AI-powered mindfulness accessible to all. The company's core technology, Endel Pacific, creates personalized, adaptive sound environments to reduce stress, improve sleep and boost productivity – all backed by neuroscience and the science of the circadian rhythm. The technology is designed for integrations with various industries and external platforms. Endel spans apps across iOS, Apple Watch, macOS, Amazon Alexa and Android with close to 2 million downloads. To try Endel, visit <https://endel.io/>.

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