

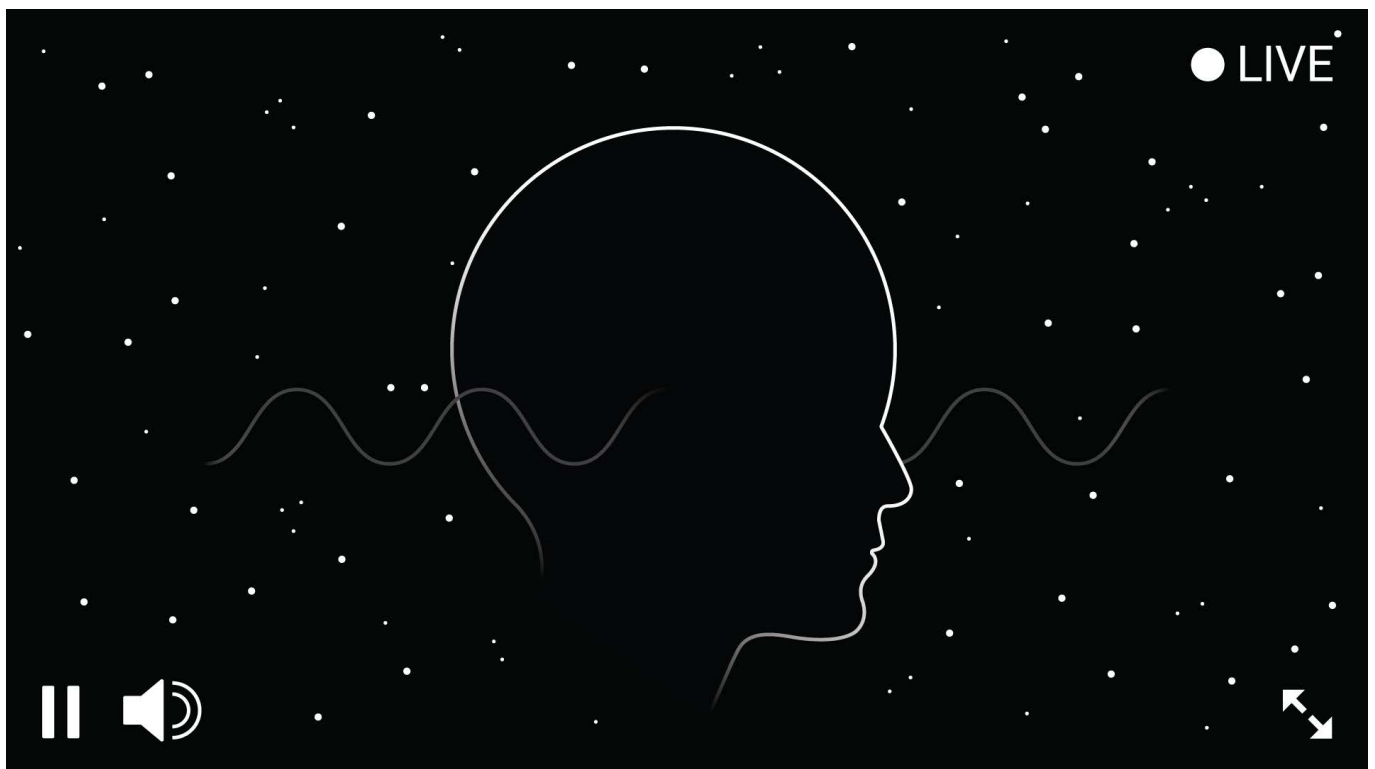
Berlin,
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Introducing a Twitch Channel That Puts You to Sleep

Endel launches Insomnia channel on Twitch to enhance wellness based on neuroscience

Features real-time sounds & visuals generated by Endel's algorithm

Try it here: <https://www.twitch.tv/endel>



Today, tech company **Endel** launched its **Insomnia channel** on **Twitch**, the leading multiplayer entertainment service. The Insomnia channel is a 24-hour stream of real-time, procedurally generated sounds designed by Endel's sound engine to improve one's sleep. Endel achieves this through various efforts. First, Endel uses a combination of psychoacoustic effects, which are soft non-narrative warm sounds that are fine-tuned to alter the listener's cognitive state and create a non-intrusive soundscape. Secondly, Endel uses sound masking effects that cut out the listener from distracting noises and create a soothing background. Thirdly, Endel generates sounds oscillating on certain frequencies in order to modulate the brain waves during the deep sleep state.

The collaboration shines a light onto the future of possibilities that exist within the intersection of streaming and the neuroscience of sound.

“Sleep is universally important and everyone is not having enough of it. Especially gamers. That’s why we decided to challenge ourselves and bring our sleep-inducing psychoacoustic adaptive soundscapes to Twitch to give their community a chance to sleep better when the streaming is done.”

– **Oleg Stavitsky**, Endel CEO

“Twitch is actively exploring new ways to bring music content to our community and AI-generated music is fertile ground for certain use cases like improving sleep. We’re excited to see how Endel’s new Insomnia channel will be used by the community, especially when a creator decides to co-host this channel for their communities when offline.” – **Pat Shah**, Head of Music Strategy & Licensing at Twitch

About Endel

Endel is a technology that creates personalized sound environments to reduce stress, boost productivity and adjust the mind and body to tackle different tasks and goals – all backed by science. Using its app, sounds change on the fly according to various personal inputs like one’s location, time, heart-rate and cadence. Endel’s technology is already presented as an ecosystem of products ([iOS](#), [Android](#) apps, [Alexa Skill](#) + tvOS, and standalone Apple Watch app coming soon) and also designed to be integrated into various hardware and platforms in mobility, hospitality, retail, workspaces, etc., that will be coming soon. Major Lazer’s Jillionaire, Amazon Alexa Fund, and AVEX are among some of the investors in Endel.

About Twitch

Launched in 2011, Twitch is a global community that comes together each day to create multiplayer entertainment: unique, live, unpredictable experiences created by the interactions of millions. It brings the joy of co-op to everything, from casual gaming to world-class esports to anime marathons, music, and art streams. Twitch also hosts [TwitchCon](#), our biggest event of the year, where we bring everyone together to celebrate, learn, and grow their personal interests and passions. We’re always live at Twitch. Stay up to date on all things [Twitch](#) on [Twitter](#) and on our [Blog](#).

Endel online:

[Website](#)
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