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# SANAG unveils Calm Sleep Earbuds with ANC, up to 12-hour playtime, graphene composite diaphragms & WBD101 Mogo sleep-monitoring sensing




*Sleep Earbuds*

**Sanag launches its Calm Sleep Earbuds with WBD101 Mogo Sleep-Monitoring Technology**

According to U.S. CDC public health data, more than one third of American adults fail to get at least seven hours of sleep nightly, with rising focus on wellness driving strong expansion across the global sleep tech economy, SANAG has launched its new Calm sleep earbuds. The device leverages core sleep technology from Well Being Digital (WBD101) - including sleep

stage classification algorithms, sleep posture recognition algorithms, and an on device white noise generation engine - to deliver a holistic sleep solution for consumers dealing with insomnia and disruptive environmental noise.

**Ultra-Slim and Compact, Long Play Time and ANC that Suppresses Up to 90% of Noise**

SANAG Calm sleep earbuds adopt graphene composite diaphragms for clear, natural sounding audio reproduction. Equipped with an ultra slim 10.1 mm profile and four layer physical and ANC noise cancellation, the earbuds suppress up to 90 % of low frequency disturbances such as snoring and deliver pressure free comfort ideal for side sleeping. It offers up to 12-hour single charge playback and up to 60-hour total case supported battery runtime for uninterrupted overnight sleep support. Powered by WBD101's proprietary full stack Mogo technology suite, the earbuds leverage sleep stage algorithms, sleep posture detection and on device white noise generation to dynamically adapt audio output to a user's sleep rhythm. It also generates comprehensive sleep analytics reports and delivers personalized sleep improvement recommendations, closing the loop for intelligent sleep care.

**Sleep Earbuds is One of the Fastest Growing Audio Segment**

"Market research highlights the sleep earbud segment as one of the fastest growing niches within hearables, with strong consumer uptake across North America and Europe," said Kow Ping, Co-Founder & Executive Director of WBD101 (https://www.linkedin.com/in/kowping/), "As market momentum accelerates, users are moving far beyond basic white noise playback and passive noise isolation. They now demand accurate sleep stage detection, AI generated full scope sleep reports and tailored sleep guidance - with algorithm precision becoming a critical buying factor. For well-established consumer audio brands such as SANAG, brand reputation hinges on reliable, trustworthy end user experiences. Algorithm accuracy directly shapes product value and consumer confidence, which underpins our deep technical partnership with SANAG to deploy this complete sleep

algorithm stack".

**WBD101 Mogo Leading Sleep Algorithm of Choice**

"WBD101 Mogo has once again emerged as the leading sleep algorithm of choice for sleeping earbuds, empowering brands to translate sleep science research into products consumers can use every night," stated Wallace Wong, Co-Founder and CTO of WBD101 (https://www.linkedin.com/in/wallace-wong-4157531/). "This product architecture leverages a cost-effective Bluetooth chipset supporting on device white noise synthesis, eliminating persistent wireless streaming and lowering radio frequency transmission. A single chip handles both audio playback and sleep vital sign processing. Our collaborative research trials with Tsinghua University, The Chinese University of Hong Kong and Hong Kong's Prince of Wales Hospital have also proven instrumental in boosting our algorithm accuracy".

**Combining Noise Isolation with Sleep Monitoring into New Sleep Hearables**

Well Being Digital (WBD101) has long specialized in ear worn physiological sensing and sleep algorithm R&D, delivering production ready algorithm suites for sleep monitoring, sleep posture detection and dynamic sleep assist audio for audio wearable OEM partners and Bluetooth IDH. SANAG brings deep innovation expertise in consumer audio hardware, noise reduction capabilities and user-focused ergonomic designs. This joint effort unites professional sleep science algorithms with mature consumer grade sleep earbud hardware, combining strong noise isolation paired with smart monitoring and rigid preprogrammed sleep assist audio. It delivers a more science backed wearable sleep option for side sleepers, dorm dwelling users and people frequently disturbed by snoring.

The SANAG Calm sleep earbuds are available for purchase on JD.com: https://item.jd.com/100328364251.html

Disclaimer: For the final product specifications of SANAG Calm sleep earbuds please refer to the official SANAG websites

US CDC refers to U.S. Centers for Disease Control and Prevention

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**About Well Being Digital (WBD101)**

Founded in 2012, WBD101 is a Hong Kong based company whose first patents are dated back to 2008, incubated by the Hong Kong Science and Technology Parks Corporation (HKSTP), it has teams in Hong Kong SAR, Shenzhen China and Singapore to provide very timely support to B2B customers during their product designs, testing and production stages. WBD101 provides Optical Designs (OpticalFusion) and Health-Sensing Algorithm (ActivHearts and Mogo) to earbuds / smartwatches / screenless bands / rings looking to add very accurate vital sensing, it also co-develops Bluetooth SDK with brands to enable optimized Bluetooth IC resources. WBD101's technology has been licensed by several consumer earbud brands and many others in the Fitness/HealthTech/MedTech space.

Over the years, WBD101 won numerous international awards including the Best Wearable Mobile Tech Awards at the Mobile World Congress 2016, Special & Gold Awards at the 43rd Geneva Inventions Conventions, 2016 WITSA Global ICT Award, the inaugural HK City I&T Grand Challenge Innovation Award in 2022 and the 2025 EE Innovation R&D Award (Most Promising Product). Visit https://www.wbd101.net/blog

**About Sanag**

Sanag Was founded in London, UK in 2010. Its headquarters in China was established in Shenzhen, Guangdong province in 2013. Sanag maintains the use and attention of new technology, with young, fashionable, creative design language and elements, to provide consumers with highly innovative,

high-quality intelligent electronic consumer goods. Sanag aims to combine the practicality and creativity of its products, providing high-quality and trendy creative digital products for every consumer, allowing consumers to enjoy the quality life of intelligent digital products. https://www.sanag.cn/

Sanag, labelled the world's top clip-on earbud brand, owns 250+ patents and 10 million global users. It builds AI open-ear earbuds with premium acoustics, translation tech and sleek lightweight wearables, backed by an exclusive acoustic innovation lab. https://www.sanag-ai.com/