

mySleepButton Press Kit

Developer, Publisher: [CogSci Apps Corp.](#). Founded in 2014, spin-off of [CogZest](#).

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About [Luc P. Beaudoin](#)(co-founder): Ph.D. in Cognitive Science; Adjunct Professor of Cognitive Science and of Education at Simon Fraser University; [author](#); previously an at-founding employee of Abatis Systems and Tundra Semiconductor (take-over and public value > \$2 billion).

First Release of mySleepButton: April, 2014 (on App Store); fall, 2014 (on Google Play)

Platforms Supported: iOS, iPadOS; Android

mySleepButton® Shuffle Your Thoughts to Sleep, CogSci Apps® invention..

About mySleepButton®

Whether you have insomnia or just want a better method for falling asleep, mySleepButton is designed to help you fall asleep. And to return to sleep if you wake up too early. It's easy: Just touch the **"Put Me to Sleep"** button, close your eyes, and imagine the objects or scenes that mySleepButton reads to you. The diverse stream of dreamy images will distract you from your concerns.

When you naturally fall asleep, your mind drifts and wanders. At sleep onset, you often dream and experience "hypnagogic" imagery (though you might not remember it). Use mySleepButton to get into this state and off to sleep.

You've probably played music in "shuffle mode" before. Now, with mySleepButton you can "shuffle your thoughts to sleep."

Videos on mySleepButton

- [App Preview Video](#). 39 seconds.
- [Video Presentation Explaining the cognitive shuffle](#), which is the technique that mySleepButton helps users to use to fall asleep. 7 minutes 7 seconds
- [Why mySleepButton?](#). 3 minutes 40 seconds

Why Try mySleepButton (the Cognitive Shuffle)?

- Traditional methods used by those with insomnia, like counting sheep and trying to suppress thoughts,

don't work!

- It's better to picture an engaging scene than one that is too bland to keep your mind off your concerns.
- However, many people find that even focusing on a pleasant scene is too boring to keep their minds off their concerns. For insomnia, it's better to mix it up with the cognitive shuffle.
- Have you ever noticed that your mind wanders from one topic to another as you fall asleep? The cognitive shuffle is an active form of dreamy mind-wandering.
- The cognitive shuffle can make you more tired, which can help you fall asleep.
- Imagining is fun! But when else but bedtime do you have the opportunity to indulge your imagination?
- Traditional forms of meditation are actually designed to promote alertness. But not the cognitive shuffle!
- Shuffling your thoughts with "serial diverse imagining" can interfere with the kind of thinking that would otherwise keep you awake.
- It's playful and fun! (Play is good for you. Is there enough fun in your life?)
- Getting sufficient sleep can improve your mood, productivity, health, and overall wellness.
- Good sleep can even prevent one from making errors, putting one's foot in one's mouth, and having an accident.

So, why not try something different, like mySleepButton®, to get to sleep faster and more pleasantly?

Three Different Types of Cognitive Shuffle Packs

mySleepButton offers three different types of cognitive shuffle packs to help you fall asleep. You can imagine simple things, imagine scenes, or imagine yourself drawing things. It's a surprisingly pleasant way to fall asleep.

You can purchase mySleepButton packs with a natural or synthetic voice, in English, French or Mandarin.

These packs serve as a way to calm a racing mind, allowing you to focus on the random images when using a cognitive shuffle pack.

Body Scan Pack (iOS)

mySleepButton also includes the world's first *personalized* "body scan" meditation. This is a special form of mindfulness meditation that has multiple types of beneficial effects. Unlike other body scans, you can

- set the direction of the body scan (top-down, bottom-up),
- include or exclude certain regions of your body from the scan,
- include or exclude a focused body scan, which zeroes in on a particular region of your body that needs special attention,
- configure the speed of the scan,
- tap into their brain's mapping of their peripersonal space, and
- double-click the middle headset button to move onto a cognitive shuffle pack.

It is also unique in that it includes specific guidance to explore your peripersonal space, which are part of your brain's "body map".

"Body scanning" is a mindfulness meditation recommended by many psychologists. Our pack is an *affective* body scan because it includes cues to regulate moods and emotions.

Kids Pack (iOS)

Many parents have also told us over the years that they have used the DIY version of the cognitive shuffle with their children. The parent essentially conjures up one thing after another for their child to imagine, to help the child fall asleep. It's like reading a sequence of bedtime micro-stories to the child: every word or phrase is its only little micro-story. (A shuffle item is to a story what a tweet is to a blog post: very short.) However, and this came as no surprise to us, some parents have difficulty staying awake while shuffling their children's thoughts!

Therefore, with the aid of a pediatric speech and language specialist, we have designed a pack including with content that young English-speaking children can imagine and understand. This pack enables children ages 4+, under parental supervision, to experience the benefits of the Cognitive Shuffle technique that adults have been enjoying for the past few years.

For more specific information please refer to the following:

[This blog post](#) explains how to use the kids pack, and some considerations for parents.

Also published is [some information](#) for parents regarding school aged childrens sleep.

Perturbant emotions

The cognitive shuffle is also based on an important computational conceptualization of emotion known as [mental perturbation](#). This is a state of mind in which insistent motivators (concerns) vie for attention of your brain's executive functions. We view insomnia as involving perturbation. The cognitive shuffle is meant to interfere with perturbation, which is why we say it may be counter-insomniac.

Previous Coverage (Summary)

mySleepButton has had [Extensive Press Coverage](#).

The New York Times, Women's Health Magazine, O Magazine (Oprah's magazine, print and online), The Guardian, Forbes Magazine, LifeHacker, Inc., Quartz, The University of British Columbia, CoolTools, & The Canadian Press have all featured mySleepButton. The Government of Canada's Canadian Institute of Health Research posted two articles about mySleepButton. The BC Medical Journal online covered mySleepButton. Tri-City Psychology Services, SHRINKRap, also had an article about mySleepButton. Popular Science Magazine (August 2014) describes mySleepButton as "Some things are just ... better". mySleepButton has also been covered

by the International Business Times, “As it Happens” (CBC prime-time national Radio), Global TV News BC, several radio stations and many web sites.

See [Press Coverage](#) on our web site, or in the enclosed folder.

More Information

You can read more about the [scientific rationale](#) behind mySleepButton on [mySleepButton.com](#). [mySleepButton.com](#) also has a lot of helpful information about insomnia and sleep. It also has many sleep tips. We have more innovative, CogSci Apps features in the mySleepButton product development “pipeline.”

Meanwhile, just press the “Put Me to Sleep” button, and “Shuffle Your Thoughts to Sleep” with this CogSci Apps® invention for insomnia.

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