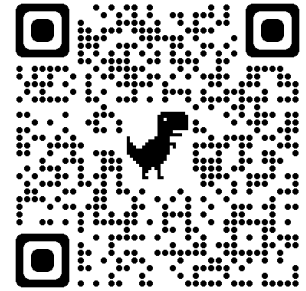


Sleep industry set to rise and shine



<https://www3.nhk.or.jp/nhkworld/en/news/videos/20240202091121018/>

Sleep is gaining attention in the wake of post-pandemic lifestyles. Studies indicate Japanese get less sleep on average than others, prompting businesses to seize the opportunity with products aimed at dozing off.

In November, a hotel in the western Japanese city of Osaka, introduced a unique service.

This is a special room where our customers can sleep in supreme comfort.

The hotel provides an ergonomic pillow and a room aroma of forest scents.

Books are a key ingredient for getting a good slumber.

We choose books which don't have dramatic plots and which create a feeling of warmth after reading them.

The point is not to choose books to make you fall asleep instantly, but those that put readers into a good state of mind. The project was started by a major book distributor. It chooses a selection of comics and short stories for hotels.

I hope we can help people build the habit of reading a book 10 minutes before going to sleep.

Meanwhile a company that sells wood and interior fittings has developed a unique nap capsule in which a person can sleep in an upright position. The interior provides support to the shins and buttocks. It is said that people do not fall into a deep sleep while upright and can get back to work immediately after waking up. The company has been working with a university to study the capsule's benefits.

My brain didn't shut down, but I felt like I was able to rest my body. The company expects the product to appeal to airlines, hospitals, and other places where employees work at night.

The norm is to resist the urge to sleep while working, but it would be good if society could accept the idea of people napping during work, because workers productivity would improve after resting.

The average sleep time for people around the world is 8 hours and 28 minutes. That is over an hour more than for Japanese people. A major chemical firm decided to make use of a program to improve sleep. Employees volunteered to wear a device attached to a wristband. It measured the amount of time they were asleep and awake as well as the quality of their sleep. Using a service to analyze the data, the company gave tips to employees on their habits during the day and before going to bed to optimize sleep quality.

I felt the need to improve the quality of my sleep and decided to follow their advice. I am now able to wake up refreshed in the morning.

I hope to increase the number of people who say they are sleeping sufficiently so they can enjoy their jobs and work with a sense of accomplishment.

Getting enough quality sleep may be essential to surviving in today's hectic world and it's no longer just bedding companies trying to fill this need. All kinds of others from hotels to manufactures are waking up as well.

Now discuss the questions with a partner.

1. How long do you usually sleep? Would you like to get more sleep or less?
2. Have you heard about any other products in the sleep industry?
3. Do you take naps? If so, how do they affect your performance? If no, why not?
4. Would you like to try the sleep capsule? Why or why not? What are some good locations for the capsule?
5. Do you have any routines before you go to sleep?