

More information about Synctuition

1. What is Synctuition?

Synctuition is a highly advanced mindfulness and relaxation app. Over 10 years in the making, Synctuition is specifically designed to help people destress, become more positive and enjoy better sleeping patterns. Conceptualised and developed in Estonia, Synctuition provides over 100 relaxing audio journeys backed by more than 100 scientific studies. The app is the first to integrate technologies such as gamma wave binaural beats, 3D sound recordings and rhythmic entrainment frequencies to provide the user with the ultimate mindfulness experience.

Synctuition offers a unique mindfulness experience which completely relaxes the mind and body offering clarity of mind in time of crisis. Using Synctuition for just 25 minutes a day (which is just 2% of a day) can help you reduce stress, regain focus, restore rationality and help you make the level headed decisions.

Facts and figures

- Over 10 years in development (in Estonia)
- Based on 106 scientific studies
- First mindfulness/relaxation app recorded entirely with 3D sounds
- Over 1500 people were involved in creating the app
- Launched in January 2019
- Over 4 million app downloads in just over 1 year
- Over 100k positive reviews
- Became the Top 3 most popular (highest-grossing) mindfulness app in the United States
- The company is still completely self-funded
- Chosen by Google as one of the top 10 fastest growing startups in Europe in 2019

Benefits of the Synctuition app

- Relaxes the mind
- Reduce stress & anxiety
- Improves sleep
- Gives control over thoughts
- Decreases blood pressure
- Helps to improve fitness
- Helps to control addiction
- Helps to lose weight
- Increases intuitive awareness
- Increases happiness and optimism

2. Seeds of Positivity in Mentally Challenging Times

We are on the brink of a global mental health crisis. In fact in mid-May, the UN warned that the world was on the threshold of a mental health crisis, and research commissioned by Synctuition shows that anxiety and mental health distress is soaring worldwide.

The world economic forum has called the global lockdowns, enacted due to the COVID-19 pandemic, “the largest psychological experiment ever”, ending on a discouraging sour note that rings “we will pay the price” (WEF). According to WEF, that price tag is a secondary epidemic of burnouts and stress-related absenteeism that will hit us as soon as the latter half of 2020.

The Covid-19 pandemic has caused tens of thousands of deaths, impacted on a vast number of industries, and has left society in a world of unknowns. With everything at stake everyone around the world is feeling not just the physical strain of this virus but are being impacted financially and mentally. We need to put our mental health at the forefront and ensure that we are supporting one another through this crisis.

Practising mindfulness is a proven way to help reduce stress and anxiety which is why Synctuition is giving the app for free to countries around the world to help them through this difficult time.

Synctuition is making their platform available for free to people in 14 countries. The announcement comes as the company reports a surge in demand and usage over the past few months, becoming one of the top five highest-grossing mindfulness apps globally. The app will be made available for free from 2nd June to the 31st July 2020 to the United Kingdom, Ireland, United States, Canada, Amsterdam, Australia, Belgium, Dubai, Israel, Finland, Sweden, Norway, and Denmark.

Looking at the bigger picture, the world is now experiencing a shift in consciousness towards a kinder, more positive and hopefully more socially friendly place. We would like to lead this global movement of positivity.

3. Product information

The App

With full playback in 3D sound, Synctuition goes far beyond anything on the market today. The app provides immersive meditation audio that takes into account the dynamics of the human hearing system for providing a binaural 3D audio effect. This is played back with the accurate acoustical delivery of the original recording space. Through regular headphones, Synctuition is able to provide a fully immersive soundscape and transport the listener into a sound environment that feels real.

Synctuition's binaural sound technology provides more than just immersive entertainment. Each Synctuition sound journey is encoded with special sound frequencies that are beneficial for the brain and highly effective at relaxing the body.

A 25-minute listening session of Synctuition has the same effect as four hours of regular deep meditation.

Journeys

Synctuition currently has 80 beautifully crafted, immersive sound journeys split over 4 different levels. Level 5 with 20 additional journeys will be released by the end of May 2020.

Synctuition works in a way that each new journey will open 12 hours after you finished listening to your previous one. This builds curiosity and removes the pain of making a decision whether you like to work on stress or anxiety or hear a story. It puts your right in the middle of a new journey each day and takes you on an incredible adventure every time.

The best thing about the journeys is that they really work your imagination and you could listen to the same journey a few times, but imagine something different every time and thus have a new experience with each session.

Journeys to highlight:

Vacation (Level 1) - a great and relaxing experience that takes you on vacation. Especially good these days when we are struggling to travel.

Time Machine (Level 3) - a real "mind movie" that takes you on a time travel - must be experienced to understand. Has a unique feature (you can't see the time tracker when you listen)

9 months (Level 2) - a journey that takes you back to your mother's womb. Your mother sings to you and it's one of the more emotional tracks we have

Positivity (Level 4) - a track that uplifts you whenever you feel a little down. Has incredible power to bring you back to feeling good.

Thank You (Level 3) - an emotional journey about being thankful to someone who helped you along your own journey, but you were never able to thank them.

The Development

Synctuition has been developed through the collaboration of scientists, top sound engineers and meditation experts, that, together, have successfully combined 4 technologies into a single sound wave: gamma wave binaural beats, personalised voice frequency, 3D sounds and recordings & rhythmic entrainment frequencies. Synctuition uses a combination of these technologies at just the right frequencies to immediately bring the listener to a pleasant meditative state that allows imagination to take over and send the mind on a powerful spiritual journey.

Synctuition contains over 13 000 amazing and beautiful sounds recorded in breathtaking places all over the world. It represents the culmination of a massive sound recording project undertaken in over 2000 exotic and unique locations and took 10 years to develop to completion, with over 1500 people involved in the project.

The Science

Unlike regular music or other meditation programmes on the market, Synctuition stimulates the brain and uses its natural neuroplasticity to create millions of new synapses that facilitate increased creativity, enhanced intuition and better decision making. This increased brain connectivity helps to keep the brain refreshed and the mind rejuvenated.

Synctuition uses binaural beats in combination with rhythmic entrainment frequencies to create a personalized listening experience that brings long-lasting benefits. By playing different sounds at precise frequencies into each ear, Synctuition creates an immersive 3D binaural audio effect.

Binaural Beats

Binaural beats are used in each Synctuition sound journey - but what are they?

Binaural beats are created when slightly different modified sounds are sent to each ear. This causes the brain to imagine a third sound to compensate for the difference. In this way, binaural beats stimulate rapid communication between the opposite sides of the brain and have been scientifically proven to carry a huge range of benefits.

Synctuition uses binaural beats in a very specific frequency range, where its effects are at their greatest, to synchronize the brain and relax the body. This magical frequency range is called the Gamma (~40Hz) range.

Interestingly enough, only highly disciplined monks who have been practicing intense prayer for decades have shown the ability to naturally move their brainwaves into the Gamma range for an extended period of time. Each Synctuition sound journey uses binaural beats in this magical Gamma range.

Entrainment Frequencies

The positive effect of rhythmic entrainment frequencies has been well established in therapeutic rehabilitation. The data also clearly shows that certain beneficial rhythms have been proven to enhance mental performance. This leads to improved learning and better memory. The rhythmic entrainment frequencies used in Synctuition provide a neurophysiological advantage for the stronger formation of neural connections during listening by increasing neuronal responses in localized brain networks.

Rhythmic entrainment to music also constitutes a key source for emotions experienced during listening. Different bodily rhythms will synchronize to the entrainment frequencies present in each journey, consequently generating emotional feelings via proprioceptive feedback mechanisms.

3D Sounds & Recordings

Synctuition is the first mindfulness app in the world to harness the power of true 3D audio, which fully immerses users in vivid 360° soundscapes.

For the last 10 years, Synctuition has recorded over 13,000 sounds from over 2,000 different locations around the world to build the most advanced audio mindfulness program ever created. Synctuition's sound engineers traveled to the most remote, exotic and serene places on the planet to capture the sounds of nature in high-definition 3D.

Personalised Voice Frequencies

Synctuition takes a short voice sample from the user, converts it into a modified sound frequency and then seamlessly encodes it into each track. This personalized frequency is then selectively used throughout the journey to provide encouragement and comfort to the user. This creates a more familiar listening environment and makes the experience unique to each individual.