NoctIQ Debuts AI Anti-Snore Pillow to Help Couples Sleep Better, Together

Powered by 4th-gen smart tech, NoctIQ repositions sleepers to cut snoring by 60% without waking either partner, restoring comfortable, shared sleep.*



The NoctIQ™ AI-Powered Anti-Snore System reduces snoring by 60%.*

RICHMOND, VA, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- Snoring is often treated as a punchline, but for millions of households, it is a daily crisis eroding sleep quality, health, and relationship intimacy. More than half of all US adults (57%) are negatively affected by snoring, with 36% sleeping in separate rooms just to catch a full night of rest, a phenomenon sleep researchers call "the sleep divorce."**

Despite how widespread the problem is, traditional solutions force couples into frustrating compromises. Snorers are left dealing with uncomfortable mouthguards that cause jaw soreness, restrictive mouth tape, or rigid foam pillows, while partners resort to earplugs, white noise machines, or fleeing the bedroom altogether.

NoctIQ™ believes there is a better way. Today, the sleep technology company announces the official launch of the Smart Anti-Snore Pillow, an intelligent sleep solution engineered to eliminate nightly sleep disruption and restore comfortable, shared sleep for couples.

"I founded NoctIQ because sleep is the foundation of well-being, productivity, and relationships. When people sleep better, they show up better—for themselves and for each other," said Brian Schwartz, Founder and CEO of NoctIQ. "Snoring happens to be one of the biggest barriers to shared sleep, and millions of couples are searching for a solution that actually works. Our first product was created to meet that need with comfort, intelligence, and meaningful results."

Proven Science Meets Adaptive AI Snore Intervention:
The technology powering NoctIQ traces its roots to German pioneer Nitetronic™ and has been continuously innovated across four generations of smart anti-snore development, proven in over 100,000 bedrooms worldwide. Built on more than 40 years of established sleep science around positional therapy, NoctIQ works quietly through a three-step real-time process:



NoctIQ™ three-step positional therapy process: Listen, Reposition, and Quiet.

• Listen: AI sound detection continuously monitors bedroom audio, identifying snoring with 99% accuracy.***
• Reposition: Using an array of 6 position sensors and 6 dynamic air chambers, the AI-powered system dynamically adjusts inflation height and speed to gently shift head position to stop each snore event.
• Quiet: Snoring is significantly reduced without disturbing either partner, operating via an ultra-quiet 10 dB air pump.

> Snoring is one of the biggest barriers to shared sleep, and millions of couples are searching for a solution that actually works with comfort, intelligence, and meaningful results."
>
> *Brian Schwartz, Founder & CEO, NoctIQ*

In product validation studies, 94%**** of users experienced reduced snoring, achieving an average 60%* reduction in overall snoring duration while resting naturally on a premium memory foam pillow.

Pricing, HSA/FSA Eligibility, and Availability:
The NoctIQ Smart Anti-Snore Pillow is available for preorder now at www.noctiq.com as an exclusive bundle (MSRP $639.97), featuring limited-time promotional pricing below $400 with guaranteed shipment by September 30, 2026.
The Preorder Bundle includes:

• The NoctIQ™ Smart Anti-Snore Pillow & extra pillowcase
• An upgraded 3-year warranty (extended from the standard 2-year warranty)
• 1 year of premium app access for complete snore and breathing analytics

The system is HSA and FSA eligible, allowing consumers to use tax-free health savings funds toward their purchase, and is backed by a 30-night risk-free trial.

About NoctIQ Inc.:
NoctIQ Inc. is a Richmond, Virginia-based sleep wellness company focused on helping people achieve Calmer Nights, Brighter Days through intelligent, human-centered sleep solutions. Powered by 4th-generation smart anti-snore technology, NoctIQ™ combines cutting-edge AI detection with adaptive snore intervention to reduce sleep disruption caused by snoring while supporting a better overall sleep experience for couples. For more information, visit www.noctiq.com.



Invented in Germany and trusted in over 100,000 bedrooms worldwide, NoctIQ™ combines 4th-generation smart technology with proven anti-snore performance.

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Data Sources & Disclaimer:
* 2026 study of adults with habitual snoring (≤60, n=17). A 50% reduction in snore events corresponds to a calculated 60% reduction in snore-minutes using a validated event-to-time ratio.
** 2023 Snoring & Sleep Report, WebMD & OnePoll (n=6,000). Refers to the 57% of U.S. adults negatively affected by snoring and the 36% of couples resorting to 'sleep divorce' (sleeping in separate rooms).
*** 2026 testing of 20,000+ audio samples across 100 users. 99% snore-event precision.
**** 2026 study of adults with habitual snoring (≤60, n=17), where 94% experienced reduced nightly snore counts.
NoctIQ is a sleep wellness device and is not intended to diagnose, treat, or cure sleep apnea or medical sleep disorders.

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