

Pittsburgh, PA (April 1, 2016) — Duolingo, the world’s most popular online language-learning platform, has made its first foray into hardware with the new [Duolingo Pillow™](#), a revolutionary technology that promises fluency in a foreign language after a single night of sleep!

Trailblazing the field of sleepable technology or “sleepables,” this cutting-edge piece of technology gently activates proprietary sleep learning algorithms as users slumber. The product is grounded in the latest findings in sleep research, which show that stimulating brain oscillations during sleep enhances learning and memory consolidation.

“The Pillow is a natural progression of Duolingo’s approach to making language learning as easy, convenient and enjoyable as possible,” said Duolingo CEO and co-founder, Luis von Ahn.

“We were proud to have enabled over 120 million people to learn a language in just five minutes every day with Duolingo... but then it struck me: what if we could bring that number down to 0 minutes a day?”

According to VP of Growth, Gina Gotthilf, the Duolingo team has surreptitiously placed Duolingo Pillows in the bedding section of various domestic merchandizing stores as part of a stealth marketing campaign. One customer, Zan Gilani, shared his experience.

“I gave this seemingly ordinary fluffy pillow a brief test ride in the store while my girlfriend was shopping — imagine my shock when we went to a restaurant soon after and I began ordering croissants, omelettes, and crepes in perfect French. I immediately abandoned brunch and ran back to the store to get it.”

The pillow, which retails for \$99, is a noticeable departure from Duolingo’s previous commitment to “providing free language education to the entire world.” When questioned, von Ahn simply replied, “we’ve updated our mission. It now reads: ‘we’re providing free language education to the entire world — except for when it comes to pillows. You’ll have to pay for those.’”

Duolingo Pillows currently offer Spanish, French and Italian lessons for your subconscious with plans to add more languages soon.

The company also announced plans to release a premium travel neck Pillow for customers who would like to learn a language at the last minute on their international flights.

Find out more at: <http://pillow.duolingo.com/>

Press Contact:

Zan “Dreamer” Gilani

zan@duolingo.com