

****EMBARGOED UNTIL TUESDAY MAY 27, 2025 AT 9:00 AM PT****

Nemu by 925 Labs Turns Sleep into an AI-Powered Adventure at Web Summit Vancouver

Vancouver, Canada – May 27, 2025 – 925 Labs, a Canadian startup, is launching [Nemu](#) at **Web Summit Vancouver**. Nemu is a sleep companion app that turns bedtime into night time adventures and waking up with actionable insights. Nemu combines data tracking, intelligent coaching, and cozy storytelling to help users sleep better night after night. Designed for sleep-deprived Gen Z and Millennials in mind, Nemu speaks to a growing demand for self-improvement, wellness, and engaging mobile experiences.

Unlike traditional sleep trackers that only log data, Nemu is built from the ground up for an AI-first future. Nemu generates personalized insights and actionable recommendations tailored to each user based on their sleep pattern, environment, and chronotype. With interactive characters and a cozy comfort-first design, Nemu makes healthy sleep habits feel less like a chore and more like enjoyable accomplishments.

“Sleep is one of the most crucial factors for our mental and physical health, yet most people aren’t getting enough of it,” said Ted Mui, CEO of 925 Labs. “With 1 in 3 Canadians suffering from poor sleep, Nemu empowers users to rest better through harnessing the latest in AI technology - and a friendly, approachable user interface that will help foster positive habits.”

Nemu is now available in Canada for iOS and optimized for Apple Watch, with additional platforms and features rolling out through 2025. Nemu’s Canadian launch marks the beginning of a global expansion, with early praise from health and wellness leaders for its engaging design and intelligent actionable insights.

Web Summit Vancouver attendees can experience Nemu firsthand at the 925 Labs booth, with a live demo, early access, and exclusive sleep mask giveaways. Media kits with high-resolution images and videos are available upon request.

About Nemu

Nemu is an AI-powered intelligent sleep companion that delivers coaching with gamified narratives. By analyzing users’ sleep data, Nemu offers personalized guidance through interactive characters and rewarding goals, helping users sleep better night after night. Now available for iOS in Canada. Follow [@NemuRest](#) on X for updates and learn more at www.nemu.rest.

About 925 Labs

925 Labs is a Canadian studio crafting emotionally intelligent tech experiences. The studio is reshaping how the next generation engages with sleep and wellness. Founded by a team with roots in gaming, their mission is to turn sleep into a superpower with their flagship product, Nemu. Learn more at www.925.gg.

Media Contact:

Carman Lam
carman@925.gg
604-338-1833