

The Aerobed Story

Dream Anywhere.

In the early 1990s we set out to re-define the “temporary bed.” We took the concept so far, many of our customers tell us they sleep on their AeroBed every night. It’s that comfortable—and that “permanent.” When you take the AeroBed along on your travels, it’s like bringing the most important part of your bedroom with you. And when you offer one to your house guests, they won’t get the idea that they’re camping out. Or that you’re anxious for them to leave.

About the *Whoosh*...

Nearly all of our customers tell us that they love the distinctive sound the AeroBed makes when you remove the plug and let the air out. We’re not sure whether that happens because the AeroBed holds air pressure so well. Or maybe it’s a result of the intricate baffling that makes the bed feel so solid. Either way, the Whoosh tells you how different the AeroBed is from the “temporary” beds you may see beside it on the store shelves.

Aerobed is the Second Bed.

A bed is for the bedroom.

A Second Bed is for everywhere else.

An airbed is a solution to a problem.

A Second Bed creates infinite opportunity.

An airbed is temporary.

A Second Bed is essential.

Aerobed, the Second Bed, allows you to

“Dream Anywhere”

Dream Anywhere

Oh, to sleep somewhere else.

Not because I have no other choice but in order to seize the opportunity to experience something remarkable, to seize the night. I have no doubt that my best dreams come when I am disconnected from my daily life and when my surroundings are not what I expected, when I am comfortable with the unfamiliar. I spend one-third of my life asleep, and I want the freedom to sleep and dream anywhere. I want to make the world my bedroom.

Oh, the places I'll dream.

My Grandmother's house on Christmas Eve.

My best friend's loft in Manhattan.

Spring break. Speedway Hotel. Daytona. Enough said.

At the foot of my newborn's crib.

In a train station while exploring India.

In the back of an old Ford pickup parked at the Grand Canyon.

At a slumber party with my best friends.

At the home of what I think was this year's New Year's Eve bash. Again, enough said.

In my soon-to-be nursery while I'm 8-month's pregnant.

While hopping across hostiles throughout Europe.

While drifting on a houseboat down the Mississippi River.

Last night in my backyard just because.

I suppose I could have settled for a simple air mattress, a temporary solution. Instead I chose to own something very different, something that's going to be with me a long time and part of my story. I guess you'd call it a second bed, or my other bed. In fact, it's the original Aerobed. I chose it because I wanted to be prepared to seize life and all it has to offer, and I knew I couldn't do that by sleeping in the same bed, day in and day out.

Today, I simply can't imagine living without the freedom to dream anywhere.