

IMMERSIVE EXPERIENCES

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Telematic Tubs

Two hot tubs were placed in public venues on opposite sides of the city where strangers were encouraged to enter and share their brainwaves. Each person's biological signals – heart rate and brainwaves – guided the lights, sounds and settings of the other tub.

Bright Ideas

For the 2010 Vancouver Winter Olympic Games, InteraXon created Bright Ideas, an installation that allowed visitors to the Ontario House to use brainwaves to affect changes in live lightshows illuminating major Ontario landmarks in real time 3500 km away.

Thoughts turned into patterns that directed the lightshows on the CN Tower, Niagara Falls and the Parliament Buildings. Live video feeds from these sites were projected back to Ontario House, showing participants and onlookers the impact of their mind in real time.

Premier's Innovation Awards

InteraXon's demonstration included a musical concert without voices or traditional instruments – every sound created by brain sensing virtual instruments. Even Premier Dalton McGuinty couldn't resist a chance to try the technology.

In-flight System

Envisioned as a luxury add-on for business and first-class passengers, this suite of four games demonstrated the unique possibility of brain sensing technology in an in-flight setting. Users interacted with the games by either concentrating or relaxing, and the

system provided multi-sensory feedback to help them attain and maintain the desired brainstates.

Zen Bound 2

InteraXon partnered with Secret Exit to create a brain sensing version of the developer's award winning Zen Bound 2 iPad game. The new application put brainwave technology in the palm of the consumer's hand with a simple yet beautiful puzzle game.

InteraXon's Zen Bound 2 engaged players in an immersive brainwave-responsive environment, asking them to wrap wooden sculptures with a length of rope. Players faced the challenge of covering the object using focus and concentration, and after each play, they received feedback about how their brain was performing in real time compared to previous sessions.

Responsive 3D TV

InteraXon presented the world's first brain sensing 3D experience in which the environment responded to changes in the user's brainstate. InteraXon was honoured to create this work with internationally renowned digital artist Alex McLeod, whose work has been displayed in galleries from New York to Sao Paolo to Barcelona, and who was featured on Kayne West's blog in 2009.

Using 3D modeling techniques to create hyper-realistic virtual environments and paired with specially modified 3D glasses that were designed by InteraXon's team, this experience offered viewers the opportunity to immerse themselves in a brainwave responsive world that opened the door to next generation games, mental trainers, and connected interactions.

Wrigley's 5Gum Chew-Off

The 5Gum Stimulate Your Senses Chew-Off was an interactive, virtual race where users would chew gum to explode fruits through a system that translated chewing into power. The speed and intensity of the participant's chewing was transmitted to a computer running the race, generating bolts of virtual lighting and floods of fruit juice to cause on-screen watermelons and sour apples to swell and explode.

Mental Acuity

People attending the Toronto launch of Halo 4 -- Microsoft's popular first-person shooter video game -- also got a chance to try Mental Acuity, the latest brain sensing interface by InteraXon.

Visitors to the InteraXon booth at Yonge-Dundas Square in Toronto were provided with an EEG headset and asked to concentrate on a large screen where they could see an expanding and contracting orb of light colliding with a mass of stars. The more they focused, the greater the effect, and the higher their score