

InteraXon's Muse Named CES 2014 Innovations Design and Engineering Award Honoree for 'Tech For a Better World' Category

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Toronto, Canada (November 12, 2013) – InteraXon, the creators of Muse: the brain sensing headband and other brain-enabled experiences, today announced that Muse is being honored with an International CES Innovations 2013 Design and Engineering Award for 'Tech For A Better World'. Products entered in this prestigious program are judged by a preeminent panel of independent designers, engineers and members of the trade media to honor outstanding design and engineering in cutting edge consumer electronics products across 29 product categories.

Muse, the headband that connects wirelessly to your smartphone or tablet via Bluetooth, detects your brainwaves using EEG sensors. While performing fun, interactive exercises to help you settle and calm your mind, the headband measures the changes in your brain activity and allows you to see your results in real time on your device. You are able to track your brain's performance over time helping you achieve a reduction in stress and anxiety, increased focus, and improved emotional intelligence helping you feel more balanced.

"We're thrilled to have Muse honored in the prestigious 'Tech for a Better World' category at CES 2014. With all of the innovative products being released this year, it's remarkable to be recognized as part of this select group for creating a product designed to better the world," said Ariel Garten, co-founder and CEO of InteraXon.

As part of the Digital Health category and as a wearable technology, Muse combines software and hardware design with biometrics in order to assess, monitor and enhance cognition and brain function. The user is empowered to become an active agent in their own brain health by finally being able to see their brain's behavior using easy-to-understand audio and visual feedback to reflect their performance.

"Muse was conceived as an essential tool for everyday use so people could enhance their own cognitive and emotional strengths helping them achieve a better sense of overall balance. The category of 'Tech for a Better World' is most fitting to our product and company and we're very happy with this accomplishment", adds Garten.

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the global gathering place for all who thrive on the business of consumer technology, and have been recognizing achievements in product design and engineering since 1976.

InteraXon's Muse can be found in South Hall Two, booth number 25927 in the Digital Health Zone at the 2014 International CES, January 7-10th, 2014 in Las Vegas, Nevada.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value
- Why the product deserves the Innovations award, including specifics regarding its unique/novel features and features that consumers would find attractive
- How the design and innovation of the product directly compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2013 Design and Engineering honoree products are featured on CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

About InteraXon

Founded in 2007, InteraXon is a Toronto-based company and innovator in the emerging field of brainwave controlled technology, designing meaningful and transformational experiences from a levitating chair to a thought controlled beer tap. Over 30,000 people have experienced InteraXon's brain sensing experiences, and it continues to grow.

InteraXon has worked with top-tier packaged goods, transportation and tech companies, providing brain sensing customer engagement programs and promotions. During the 2010 Vancouver Olympics, InteraXon allowed visitors to control the lights on Niagara Falls, the CN Tower and Canada's Parliament buildings with the power of their minds from over 2000 miles away.

Focused on making the technology accessible, affordable and an integral part of people's everyday lives, InteraXon is committed to bringing awareness and understanding to the scale and scope of possibilities within brain sensing technology and the impact it will have globally as it becomes more market-viable.

To learn more about Muse: <http://www.findyourmuse.com>, or email community@interaxon.ca

To pre-reserve Muse: <http://www.getyourmuse.com>

To learn more about InteraXon: <http://www.InteraXon.ca> or follow us on [Twitter](#).

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