

InteraXon set to enter the New Year with new developments

Toronto, ON, December 19, 2014 — InteraXon, the creators of Muse: the brain sensing headband, are once again participating in the 2015 International CES, which will run from January 6-9, in Las Vegas, Nevada. Over the course of the four-day event, the company will give CES attendees an exclusive preview of the new Muse products set to launch in 2015.

In 2013, the company was a CES Design and Engineering Award honoree in the 'Tech for a Better World' category, with many exciting changes, including the aforementioned developments, having since taken place. In the five months that Muse has been on the market, the product has been widely embraced by consumers – as well as various sports and professional communities.

“We’ve established partnerships with some recognizable names in retail, including electronics retailer Best Buy; Indigo Books & Music, Canada's leading book retailer, Bloomingdale’s and GAIAM – the health and social conscious company dedicated to lifestyles of health and sustainability,” Ariel Garten, Co-Founder & CEO of InteraXon.

"Best Buy Canada is very excited to have Muse: the brain-sensing headband as a leader in our wearables portfolio. Best Buy is again taking a leadership position in Canada with this ground-breaking brain-fitness tool from the team at Interaxon Inc.," says Zayn Jaffer, director of wearable technology for both Best Buy Canada and Future Shop.

Paul Dewland, Director of Mental Performance at the Core Golf Academy has only accolades for the device, stating: “I’ve been working with this system for less than a week, but am very excited about the potential with this. The first player I used it with (a European Tour/Ryder Cup member) insisted he take it home with him after his first session. I’m excited because I finally have a simple and practical way to track progress and communicate with players about their practice in an area where it was previously almost impossible to do so.”

“We’re thrilled to note that Muse has been embraced by the medical community, which has found practical applications for the device to alleviate stress and anxiety in patients,” states Lou Pino, Ph.D. Research Team Lead, adding that Muse is now used in brain research at Harvard, MIT, Berkeley, UCL, and more than 40 other institutions across North America.

It has been a stellar year for Muse: over 15,000 units have been sold since its retail launch in August. Christmas was a record day for Musing with over 1,400 sessions completed as people gave (and received) the gift of a better brain.

What else is next for the New Year? According to Trevor Coleman, Co-Founder & Chief Product Officer, InteraXon will be rolling out some exciting upgrades to *Calm*, their flagship app. In addition to giving users the option of training in different immersive environments, users will also get real-time audio feedback, multilingual support, more fun ways to track progress and gain more personal insights. As of press time, these upgrades will only be revealed to attendees of CES 2015, but plans to unveil the changes and other new product offerings are in the works for the months ahead.

About Muse: The brain-sensing headband:

Muse is an easy-to-use interactive tool that helps users connect with their mind in new ways. Using an app called Calm, Muse uses attention-focused exercises to help increase focus, ease the symptoms anxiety and stress and boost mental well being. Muse connects wirelessly to smartphones or tablets via Bluetooth and Calm guides them through focused-attention training exercises. Users receive real-time feedback and can view their results on their devices. For more information about Muse and related products, visit the website at www.choosemuse.com. Visit <http://muse.totemapp.com/company> for Press Page.

About Interaxon:

Interaxon is a Toronto-based innovator in the field of brain-sensing technology, with a history of designing memorable experiences from a levitating chair to a brain powered beer tap. Over 50,000 people have experienced Interaxon's brain-sensing technology, and this number continues to grow. Learn more about the company at <http://company.interaxon.ca>

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