

BrainBuilder®

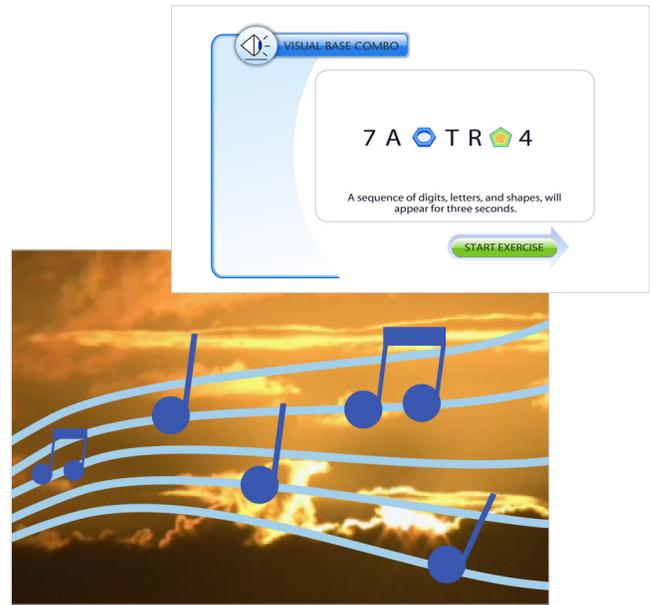
Scientific evidence demonstrates that enjoyable brain plasticity-based training as provided within BrainBuilder® can improve vital brain functions.

BrainBuilder offers more than 20 diverse visual, auditory and focus exercises with varying degrees of difficulty. Whether you are working to improve your memory and attention, enhance your brain health and longevity or increase your BrainSpeed, BrainBuilder will adapt to your needs.

The brain has the ability to learn, adapt and grow when presented with the correct stimulation provided with the right frequency, intensity, and duration. The recommended minimum age is 7. However, some younger children will be able to use BrainBuilder with parental assistance. No one is too old to benefit from BrainBuilder training.

Training Levels

There are numerous training levels from Bronze to Master that you can attain based on your BrainSpeed. Increase your BrainSpeed, and you'll reach the next level of training. As you



use BrainBuilder, your sequential processing will improve over time. Sequential processing is our ability to receive, hold, process, and utilize information in an orderly way.

BrainBuilder focuses on improving digit spans, which measure one's ability to process sequential information. In other words, it's a measure of their auditory and visual sequential processing. Digit span is measured by how many digits can be taken in through the eyes or ears and repeated in the correct sequence.



Using BrainBuilder long-term may preserve your brain's longevity, help learning and attention and increase your focus for clearer thinking.

WHAT'S YOUR BRAINSPEED?



The first step in your BrainBuilder program is to establish your **BrainSpeed**. BrainSpeed is a proprietary computer-based assessment of your visual and auditory working memory, attention, and processing speed.

A BrainBuilder program consists of 30 guided training sessions and periodic BrainSpeed assessments over six weeks. You may choose from a 15-minute standard or 30-minute extended

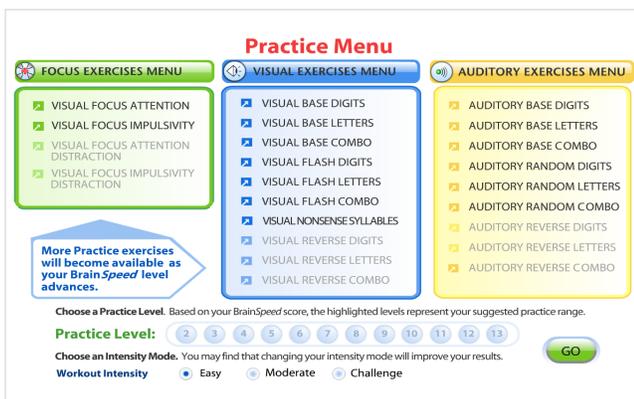
workout five days per week. It supports up to five people on one computer.

Each session begins and concludes with listening to psychoacoustically-based Baroque music at a tempo of 50-60 beats per minute, combined with visual imagery to relax your body and alert your mind for optimal cognitive performance.

The brain training exercises progress from the least challenging to the most challenging, returning to the least challenging at the end of the session, which provides you with a warm-up, workout, and cool-down experience.

Enjoy fun and interactive brain games designed to engage and challenge you. They also work to improve visual memory, auditory memory, attention, and visual-spatial skills.

PRACTICE AREA



Explore the **practice area** to refine your skills and challenge yourself with different training intensities. People can practice any exercise, at any challenge level, as often as they like.

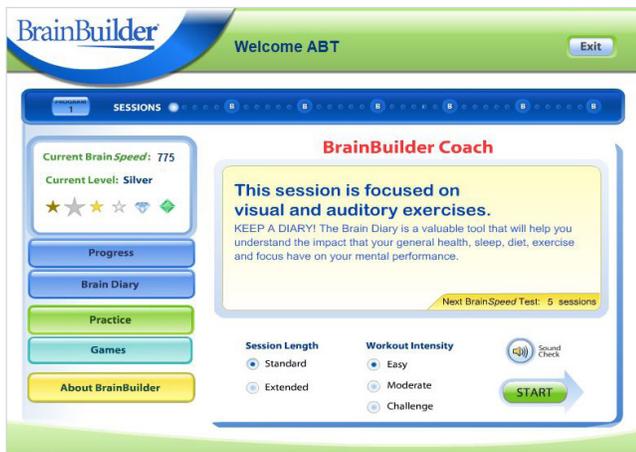
The Brain Coach will recommend a range of training levels, or you can select your own.

PROGRESS REPORT



Motivation, goal setting, and progress are easy to understand and measure. A **detailed chart** tracks your BrainSpeed and improvements in each exercise over time, showing the level of training that you are doing and your percentage of accuracy by session.

COACH



BrainBuilder incorporates numerous elements to provide positive feedback on your performance. Rewards and frequent responses will help you to stay motivated and keep your brain switched on to learning.

Once you have finished a complete program, you can continue using BrainBuilder until you achieve the Platinum level. Continue using BrainBuilder as needed to maintain this level or challenge yourself to the highest level, BrainBuilder Master.

Using BrainBuilder long-term may preserve your brain's longevity, help learning and attention and increase your focus for clearer thinking. Continue to use BrainBuilder to increase your confidence and mental organization to help you succeed personally, professionally, and academically.

The **BrainBuilder Coach** is an individualized training system in BrainBuilder that adapts to your needs. It will plan and adjust your training program using an exclusive algorithm based on your BrainSpeed and your preference for easy, moderate, or challenging training sessions. If you feel alert and focused, you might want to challenge yourself, but choose an easy or moderate session if you are not feeling well.