



From Science Fiction to the Classroom: Measuring Attention with Nervanix

nervanix 
clarity™



NeuroSky®
Body and Mind. Quantified.



Measuring and even changing a student's brain activity was once the stuff of science fiction. Today, Nervanix is making it a reality and uncovering the next big thing in education in the process. Nervanix has begun working with several school districts to implement their innovative application integration, applying advances in neuroscience to make learning more efficient and effective. Their ultimate goal is to improve attention and focus in order to optimize a learner's engagement and achievement.

NeuroSky's EEG headsets measure the electrical activity of the brain from a single sensor on the forehead. These headsets are at the heart of neuroscience in today's practical applications, including Nervanix's first product, Nervanix Clarity™. Their ultimate goal is to improve attention and focus in order to optimize a learner's engagement and achievement. They believe cognitive skills combined with emotional interest and active engagement produces effective learners who achieve at higher levels.

Nervanix Clarity: A DVR For Studying

Nervanix Clarity is a study tool that utilizes NeuroSky's brainwave-reading hardware to determine how much attention a student is paying to a specific text, video, or audio elements of a teaching curriculum. EEG data, such as attention, is recorded and tracked. If a student is watching a video tutorial and loses focus of a particular section, Clarity can make a record and bring them back to the segment of the video where they weren't paying sufficient attention. Adam Hall, Nervanix's Founder & CEO, has referred to the tool as a "DVR for studying".



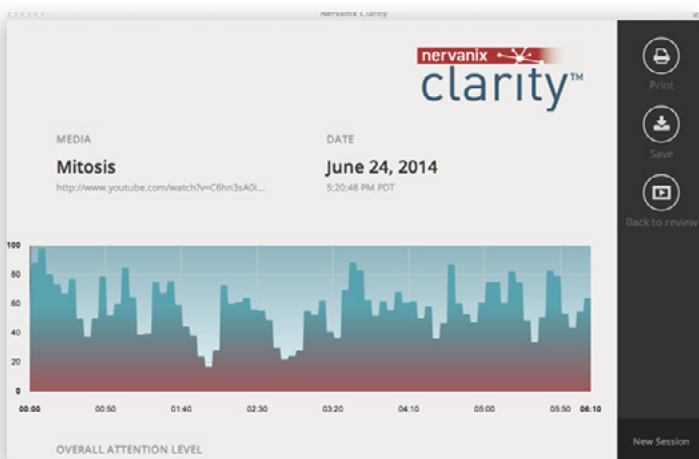


Development & Distribution Success

Tech & Learning, a prominent publication of K-12 education technology leaders, named Nervanix a winner in its inaugural International Society for Technology in Education (ISTE) Best of Show Awards. Nervanix was chosen as the innovator in “Attention Adaptivity”. Every year, hundreds of vendors exhibit at the conference, which is attended by 15,000+ educators and administrators. The judges rated their impressions on a sliding scale, evaluating areas such as quality and effectiveness, ease of use and creative use of technology, then met to decide which technologies could have the most impact in the classroom.

“We are so very honored to be recognized as one of the top products featured at ISTE. Not only is ISTE one of the most widely known conferences in our industry, but Tech & Learning is one of the leading publications as well. This is a testament to our product, our team and our vision. We believe that every student deserves to be taught in a manner that best suits that individual, and Nervanix Clarity is paving the way toward that reality. We encourage everyone to visit www.nervanix.com to learn more about what we are doing.”

- Adam Hall, Founder & CEO of Nervanix



For more information about Nervanix, **visit their website** or learn about Clarity in the **online store**.



Work with NeuroSky to Develop & Publish the Next Big EEG App for Education

NeuroSky is proud to align ourselves with innovators like Adam Hall and Nervanix. When we first engineered our technology, we knew we had to create biosensors that were affordable and easy to wear. Just as importantly, we wanted a product that developers and researchers can leverage to create new uses and opportunities for success. As such, we've opened up our toolsets and created pipelines to incentivize and reward development—developers of many categories are publishing and monetizing their creative projects. **Through NeuroSky's Developer Program, our best partner is you.** The NeuroSky Developer Program includes:

- **Free Developer Tools** for top platforms
- 80% revenue share on our online store
- Publicity and marketing engine
- Support and feedback to maximize your project
- Research and hackathon discounts
- And much more

To get started, visit developer.neurosky.com to view tutorials and **download our FREE Developer Tools** for the top platforms. You can also check out **MindWave** and **MindWave Mobile**, the world's most affordable research-grade EEG headsets available. Designed for interface with mobile devices (iOS and Android) and desktop (Windows and Mac), they can be used with a wide variety of brain training and education applications. Now it's time to revolutionize your EEG app idea with help from NeuroSky.

PHONE: 408.774.4935
NeuroSky Inc.
125 South Market St, #900
San Jose
CA 95113