



Throw Trucks With Your Mind:

Revolutionizing Entertainment with Neurogaming





When creating a game or app for entertainment, one of the most critical questions developers need to ask is: “is it fun?” To capture someone’s attention and time, it needs to provide a worthwhile experience—one that’s different, innovative and engaging. That’s where neurogaming comes in, charting new territory when it comes to creating entertainment experiences. In fact, it may be the catalyst that turns brainwave-reading gadgets into mainstream consumer products. For now, it’s the coolest growing sector of the gaming industry—and a major opportunity for app developers.

One example of a successful app using NeuroSky’s technology for entertainment is Throw Trucks With Your Mind, a multiplayer game developed by Crooked Tree Studios. Using your brainwaves, “Throw Trucks” lets you unleash psychokinetic powers on other players. No guns. No gimmicks. Just concentration, your brain, and psychic prowess. Utilizing



NeuroSky’s MindWave Mobile headset peripheral that reads the electrical activity of your brain, in-game abilities are based on your focus and calmness. Maximizing both states of mind by concentrating on a single thought allows you to pick up and hurl objects at opponents, turn invisible, put up a force field, or jump extremely high. The game uses the Unreal Engine 3 to deliver a modern gaming experience with mind-blowing, innovative gameplay.



Inspiration Meets Execution

For Lat Ware, the creator of “Throw Trucks”, it was a personal connection to neuroscience at an early age that inspired the game’s development. As a teenager, Ware participated in experimental neurofeedback therapy to help treat his ADD. Knowing that his brainwaves could be fed into a computer so he could learn to manipulate them, he began to imagine other applications for the technology—including entertainment.

It was a combination of timing and persistence that allowed Ware’s dream of harnessing EEG technology for entertainment to become a reality. Ware approached Johnny Liu, Director of NeuroSky’s Developer Program, with his “Throw Trucks” idea at a gaming conference. He told Liu that the time was right for his brainwave video game, but he lacked the funds to get the project off the ground. Liu suggested that Ware raise the money through the crowd-funding platform Kickstarter. From February 13 to March 14, 2013, the Kickstarter campaign hit its goal, with 584 backers contributing \$47,287.

Development & Distribution Success

“I have wired an EEG headset that reads your brainwaves into a video game to give you telekinetic super-powers controlled with your thoughts,” Ware wrote on his Kickstarter page. “I have actually spent the last year playtesting this and hammering out all the usability issues and making it fun. NeuroSky has already taken care of the manufacturing, distributing, and quality assurance problems with making EEG headsets. The hardest challenge really is conveying to you just how much fun this game really is.”

Since that time, Ware and his company Crooked Tree Studios have been praised for their innovation. Throw Trucks With Your Mind is now featured on the NeuroSky online store, and Ware’s studio is busy working on follow-up titles, including a puzzle-solving game called “For My





Brother". For more information about the app and its developers, see "**Throw Trucks**" in the online store or visit **Crooked Tree Studios**.

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

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 could leverage. As such, we've publicly opened up our toolsets and created pipelines to incentivize and reward development—and developers are publishing their apps 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 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 games, braintraining and education applications. Now it's time to revolutionize your EEG app idea with help from NeuroSky.

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