



ZenZone: Harnessing the Power of the Mind  
to Achieve Personal Well-Being

 ZenZone



**NeuroSky®**  
Body and Mind. Quantified.



The continued growth of the digital health and wellness sector is presenting developers with an incredible opportunity to harness the power of biosensors to create truly life-changing software.

ZenZone, formerly known as NeuroCoach, has seized this opportunity, partnering with NeuroSky to enable real time attention training and enhanced brain fitness. By leveraging NeuroSky's retail-friendly electroencephalography (EEG) technology, ZenZone's patented approach provides sustained behavioral change in a wide range of areas, without the side effects of some treatments and medications. This unique approach has led the UK's National Health Service to adopt ZenZone's technology.

ZenZone's apps are designed to receive feedback data from your body via a sensor, which helps the app to understand your state of mind and body. To produce optimal results, the app is then able to adjust the visual and auditory experience it delivers based on how focused or mentally calm you are. During that time, an auditory guide walks you through a session to adjust and improve your personal behaviors.







## Well-being: Achieved with ZenZone

ZenZone defines well-being as “a good or satisfactory condition of existence; a state characterized by health, happiness and prosperity”. Their suite of apps address a range of subjects across these three topics. Based on substantial evidence supporting the idea that greater physical and mental health can be achieved through leveraging the mind-body connection, apps are specifically designed to gain the benefits of a combination of both physical and mental training. Some of ZenZone’s apps, available on the Apple iOS platform via iPad and iPhone, include:



**Reduce Stress:** Guides you into a profound state of deep relaxation. Regular use of this app will help you feel much calmer as you go about your daily life, and much better at unwinding when the workday is done.



**Mindfulness:** Trains your brain to quickly and easily enter a calmly attentive, mindful state. The more you use this app the more you’ll naturally find yourself bringing a heightened, mindful attentiveness to whatever you’re doing, so that you can appreciate and savour each moment of your life as it happens.



**Positive Attitude:** Teaches you how to develop an attitude of unshakable optimism that will give you the best chance to succeed at whatever you do.



**Self Discipline:** Helps you develop a will of steel, so that you take consistent action in your life and do what needs to be done.



## ZenZone's Social Good Philosophy

ZenZone apps have seen continued success on the Apple App Store supported by a recent European Commission grant for innovative technology and two rounds of UK Government grant funding. The ZenZone team attribute their recent successes to a driving desire to help people, and to "do a little bit of good in the world". This philosophy has extended to offering ZenZone technology to certain health charities for free, most recently working with underprivileged children suffering from ADHD in association with the University of North Carolina at Wilmington.

*"As the market leader in retail brainwave monitoring headsets, we are very pleased to partner with ZenZone to deliver their patented, interactive psychological training app. Delivering content which is personalized to the individual based on their brain and body data is certainly the future. Also, with the rapidly increasing demand from healthcare providers for computer delivered, wide scale and cost effective mental health therapies, we believe ZenZone is very well placed to take a leadership role in this exciting area of brain fitness".*

Stanley Yang, CEO NeuroSky





## What Users Are Saying About ZenZone

Since their launch in February 2013, ZenZone's apps continue to receive extremely positive feedback from users.

*"I have downloaded a fair number of apps to try with my MindWave Mobile 2 headset and I have settled on ZenZone. It seems to be the most professionally designed from a UI standpoint, and I purchased a few more in-app modules after testing the app for about 3 weeks. I have noticed improvement in sleep, general reduction in stress and a greater sense of well being since using the app on a daily basis."*

Country of Review: US,

Review Origin: Apple App Store, Reviewed by: pixpusher

*"I have used ZenZone since its release and have been impressed with its innovative idea, stylish design, professional and affordable sessions. [...]The results in my life in terms of improved focus have been positive, and I think more people could be helped this way. If you own a MindWave Mobile 2 and are interested in neurofeedback, making the very modest investment it takes to buy ZenZone is a real no-brainer".*

Country of Review: Thailand,

Review Origin: Apple App Store, Reviewed by: OodleGobs

**Click here to read more ZenZone reviews.**

For more information about ZenZone, browse their suite of apps in the **Apple App Store and iTunes** or visit the **ZenZone website**.



# Work with NeuroSky to Develop & Publish the Next Big EEG App for Health & Wellness

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 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

To get started, visit **[developer.neurosky.com](http://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 2**, 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 health and wellness, braintraining and education applications. Now it's time to revolutionize your EEG app idea with help from NeuroSky.

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