

# About Our Assessments and Exercises



- Developed by a team of more than 100 scientists from leading universities around the world
- Covered by more than 50 patents
- Funded by grants from the National Institutes of Health and the US Department of Defense
- Reported on regularly by major media including The Today Show, NBC News, the Wall Street Journal, USA Today, and Science Magazine
- Shown effective in more than 140 peer-reviewed journal articles
- Provided free at hundreds of libraries
- Offered at leading hospitals, academic research centers, military medical centers, and sports training facilities
- Recommended by the AAA Foundation for Traffic Safety

"I keep thinking of all the people who can benefit from this breakthrough.

**The science is solid,** and studies show the exercises work. The fact that we can do something to retain and enhance our powers of concentration, understanding, and memory is very exciting to me both professionally and personally."

-Horace B. Deets  
former Executive Director of AARP

## Dr. Michael Merzenich

Professor Emeritus, UCSF  
Co-Founder & Chief Scientific Officer, Posit Science  
Member, the National Academy of Sciences & the  
National Academy of Medicine  
Winner, Kavli Prize in Neuroscience



"At every point in life, the brain's natural plasticity gives us the ability to improve **how our brains function.** At Posit Science we've solved how to harness that remarkable capability."

## About Posit Science

Posit Science was established to transform cutting-edge discoveries in brain research into practical programs that can make a difference in people's lives.



brainHQ  
from Posit Science



brain speed  
attention  
intelligence



people skills  
navigation  
memory



Think faster, focus better, and remember more with BrainHQ—the premier online brain-training program from Posit Science. More than 100 scientific studies show it works, providing a broad range of cognitive benefits.

# What Is BrainHQ?

BrainHQ is an online neuroplasticity-based brain-training system. BrainHQ:

- Includes 29 different brain exercises
- Works out attention, memory, brain speed, people skills, intelligence, and navigation
- Adjusts to individual performance—so everyone works at the right level for them
- Is challenging and engaging
- Can be used on a computer or mobile device
- Requires no prior computer experience

# Who Is BrainHQ for?

BrainHQ is for people who want to:

- Improve their memory
- Stay sharp and focused
- Improve their mood
- Pay attention to fine details
- Improve balance and movement
- Live independently longer
- Think quickly on their feet
- Be safer drivers
- Sharpen their hearing
- Live life to the fullest
- Take care of their brains



# Proven in Labs

BrainHQ exercises have been tested in more than 100 published scientific papers—most conducted by independent researchers and meeting the gold standard of randomized, controlled, peer-reviewed trials. These studies show that exercises in BrainHQ drive real change, including:

- 131% faster processing speed
- 10 years improvement in memory performance
- Safer driving (48% fewer at-fault car crashes) and sustained driving (40% reduction in driving cessation)
- Better balance and mobility
- More self-confidence and better mood
- Healthier white matter and more coordinated neurons

These represent significant improvements in aspects of brain health that are important to work, safety, and the enjoyment of life.

# Proven in Lives



"I am exponentially more alert, attentive, present, and thankful, which results in a safer and better experience for my customers and myself.

**It's amazing to see what the brain can do."**

**-Mike B.**

"I can't sing the praises for BrainHQ loud enough... I'm more aware when I'm out in the world. **I actually feel younger."**

**-Roberta C.**

# How It Works

BrainHQ doesn't teach memory tricks or other shortcuts. Instead, it addresses the elemental processes in brain function that feed into higher-order abilities, like memory and attention.

## Speed

How quickly the brain can process information—such as what we see and hear—is essential to mental sharpness and memory. If we don't capture information as it flies in quickly, we can't recall it or act on it. BrainHQ increases the speed at which we can reliably process information.

## Accuracy

The accuracy with which we process information from our senses is also important. If the information gets processed "fuzzily," it is harder to store in memory, recall, or use. BrainHQ targets the brain's ability to make clear and strong representations of information.

## Recording

Our brains naturally release chemicals to record information we deem important. With age and in other various conditions, however, the brain system that controls this release can grow sluggish. When too few chemicals are released, recording is weak, making the information hard to recall. BrainHQ is designed to stimulate the machinery that produces brain chemicals that strengthen memory and enable learning.

By addressing these core issues, BrainHQ improves our ability to capture information quickly and accurately and remember better, helping us to lead more fulfilling and independent lives.