



PRESS RELEASE – EXHIBITION PREVIEW

Free “Brain Football” challenge at NASEN and TES Special Needs, London

New Mindball biofeedback tool helps with attention and stress issues

*Stand 69, NASEN and TES Special Needs Exhibition,
Business Design Centre, London, 19 - 20 October 2008*

Find out how focussed and relaxed you (and your family, friends or students) really are at the NASEN and TES Special Needs Exhibition, London (19-20 October 2008, stand 69) in the Mindball brain football challenge.

Visitors to the Vivifeye stand will be able to challenge friends and other visitors to free games of Mindball brain football. Mindball is an amazing new technology that uses biofeedback to teach children and adults how to focus more on their school work, to perform better at work and how to cope with stress.

The unique Mindball game does away with aggressive competing – to score goals it's mind over matter and the most chilled-out brain wins. Players sit at either end of a specially-designed table, wearing a velcro-fastened headband that scans their brainwaves in the form of alpha and theta waves, which indicate a person's state of focus and relaxation. Mindball translates these signals into movement of a ball on the table – the more focussed and relaxed player moves the ball towards his or her opponent's goal. To regain the initiative, the other player has to discover how to become more zoned-in.

Once the basic skill of controlling the alpha and theta waves has been grasped, Mindball players can increase the sensitivity level to achieve even higher states of relaxation and concentration using a new single-player version of Mindball, the Alpha Trainer. With a monitor attached, the user can also see how their alpha and theta waves are responding.

According to the journal *Scientific American Mind* * mental exercises with neurofeedback may ease symptoms of attention-deficit disorder, epilepsy and depression--and even boost cognition in healthy brains. According to a recent exhibition at the Science Museum in London,** which included a two-person version of Mindball, creative artists are using brain control techniques, including theta wave neurofeedback, to boost performance and creativity. The exhibition noted how Cassie Yukawa, a classical pianist, markedly improved her performance and creativity with EEG neurofeedback. Research conducted by researchers at London's Imperial College suggests that this treatment can improve students' performance by as much as a musical grade or a class of degree.

Mindball is already being used in education in the UK. Angela Poplar, Manager of the Central Enfield City Learning Centre in London, which is lending the device to local schools, said: "One of the big challenges teachers face is encouraging students to stay focussed and to deal with the pressures of school life. The beauty of Mindball is that it is so much fun that students don't have to be told to take part – they want to anyway. They quickly learn that they have much more control over their state of mind than they thought – so much so that they can even score goals just by thinking!"

"People sometimes don't realise that it is possible to learn how to control their state of focus and relaxation through natural means", said Sean Gough, Chief Executive of UK distributor Vivifeye. "This is often a revelation for many people, who can progress from the insight provided by the Mindball, to change how they react to stress. It can be the springboard towards a completely new, natural approach to dealing with pressure."

* February 2006, [Scientific American Mind: Train Your Brain](#): Mental exercises with neurofeedback may ease symptoms of attention-deficit disorder, epilepsy and depression--and even boost cognition in healthy brains.

**NEURObotics...the future of thinking? London Science Museum, October 2006 to April 2007.