



# NeuroSky to Launch the First, "Consumer-Ready", Brainwave-Controlled Headset for the Consumer Market

NeuroSky Inc., February 15, 2008

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PR9.NET February 15, 2008 - San Jose, CA - NeuroSky, Inc. announced today the launch of the first commercially available, "consumer-ready", brainwave-controlled headset for the mass consumer market. The product, "MindSet™," reads and interprets different mental states associated with the headset user and transmits that information wirelessly to various platforms. Utilizing NeuroSky's fully-embedded, ThinkGear-EM™ technology, which manages the brainwave acquisition and interpretation chores, the MindSet communicates equally well with game consoles, PC's and mobile platforms, including cell phones.

Stanley Yang, CEO of NeuroSky, believes that this technology adds the next layer of user interface control to video games: "We want to support the fourth-dimension in the gaming experience—incorporating the mental states of the player. When Tiger Woods hits a golf ball, there are certain mental preparations that he undergoes. We can build these aspects into the virtual game, as well!"

NeuroSky has been developing its business opportunities within various industries over the past two years. In 2006, NeuroSky launched its first developer's tool, the "MindKit SDK". In 2007, many companies became NeuroSky SDK users, including announcements from Sega Toys (Tokyo, Japan) and Musinaut (Paris, France). In March, 2008, NeuroSky will begin licensing its second generation development tool, the "MindKit-EM™", based on the ThinkGear-EM technology.

"We looked at market research data about what would attract the general gaming population to not only use, but to purchase a brainwave-controlled headset," said Mr. Yang. "Of course, pricing is always important, but other challenges faced by NeuroSky were that its products had to be simple to wear, aesthetically pleasing and have a 'near zero' learning curve. We kept it simple to encourage greater rates of adoption. Most people have never heard of this stuff, let alone used it. Unlike our competitors, we focused on simplifying the technology to its most basic element—a single sensor."

The MindSet is available on a wholesale basis to NeuroSky's OEM clientele.

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## About NeuroSky Inc.

Founded in 2004 and headquartered in San Jose, CA, NeuroSky has developed cost-effective and "wearable" (dry) bio-sensor and signal processing technology specifically designed for end-use in the consumer market. NeuroSky's products offer opportunities for its exclusive partners and developers to generate next generation applications for a wide array of solutions, including consumer electronics, health, wellness, education and training. Their MindKit™ SDK is currently available under a licensing plan.

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