

POSIT SCIENCE®

Brain Fitness Program™

A program for auditory processing and memory CLASSIC

Posit Science takes a distinctive approach to brain fitness. In addition to exercising memory directly, our programs target key roots of cognitive function—the brain's ability to take in information from the senses quickly and accurately.

The **Brain Fitness Program** focuses on the auditory system of the brain. It speeds up and sharpens the ability to take in speech, so that the brain can hear and remember more details. This ability is essential to overall brain fitness, because so much of what we want to react to and remember comes in through speech—whether it's a request from a co-worker or a funny joke at the dinner table. When people are able to grasp what they hear more quickly—and remember it accurately later—they often feel sharper, more engaged, and more connected to the people that matter to them.

A Multifaceted Brain Fitness Workout

The Brain Fitness Program features six easy-to-use, computer-based exercises that improve the auditory system in several ways.

These include:

Speeding up auditory processing. This helps you keep up with rapid-fire speech you might hear when participating in an important meeting, talking to your grandchildren, or listening to a lecture.

Clarifying sound discrimination. Hearing each sound in a word with greater clarity lets you store clearer, more detailed memories. Later, you can recall these memories more quickly and accurately, helping you be more fluid in conversation.

Sharpening sound precision. Training your brain to hear similar sounds (such as /d/ and /t/) with greater precision helps you encode memories more accurately. This comes in handy when you want to remember a new acquaintance's name or keep up with conversation in a crowded place.

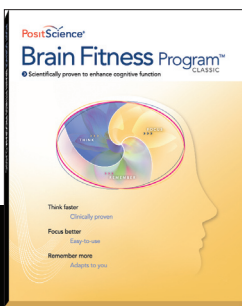
Improving sound sequencing. Improving the brain's ability to recall what you hear in order and remember strings of information long enough to use them can help you stay on top of daily tasks.

Strengthening auditory working memory. Enhancing your auditory working memory enables you to better remember information you need for short periods of time, such as automated phone menus or other instructions.

Enhancing narrative memory. Much of what we hear comes in from streams of information people tell us. Remembering these narratives more clearly can help you feel more confident and capable. For example, recalling more of what is said at meetings can help you do a better job at work or while volunteering.

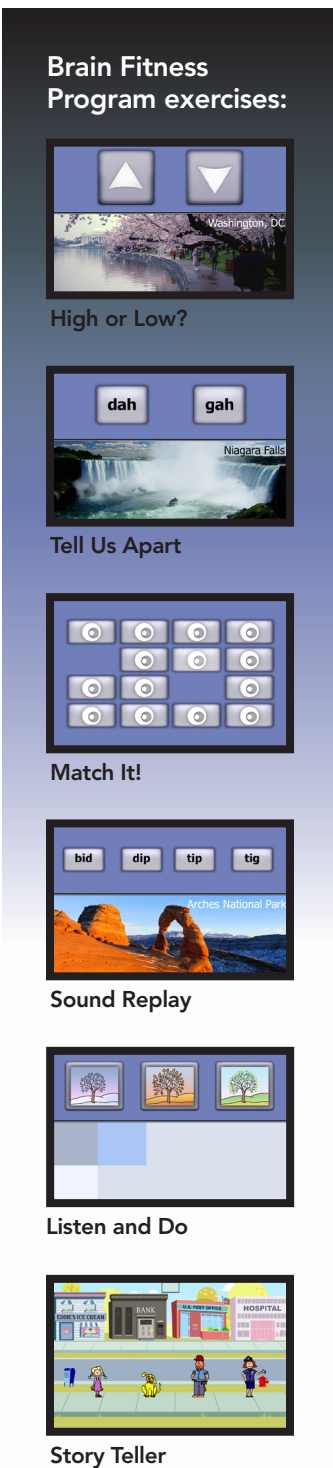
Product Description

Each of the six Brain Fitness Program exercises has a primary cognitive focus, but they are designed to work together to help you strengthen your cognitive abilities.



- > Scientifically designed
- > Clinically proven
- > Published results

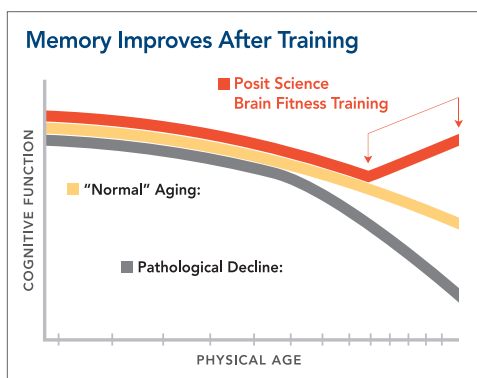
Available for
PC and Mac
computers



Exercise	Cognitive focus	Game concept
High or Low?	Auditory processing	Identify sounds that “sweep” up or down
Tell Us Apart	Discriminating sounds	Choose between two similar syllables
Match It!	Sound precision	Click “cards” to match sounds together
Sound Replay	Sound sequencing	Listen to a series of syllables and play them back in order
Listen and Do	Working memory	Listen to a series of instructions, then click characters and locations in the correct order
Story Teller	Narrative memory	Listen to a story segment and answer questions

Clinically Proven Benefits

Large studies conducted by researchers at Mayo Clinic, the University of Southern California, Posit Science, and other institutions show that the Brain Fitness Program:



- > Increases auditory processing speed by an average of 131%
- > Improves memory by an equivalent of 10 years on average
- > Benefits everyday life—3 out of 4 program users report positive improvements.

For more information about our science please visit www.PositScience.com/Science.

Additional Features

The Brain Fitness Program includes several features to help users understand and individualize their experience.

- > Challenge meters and progress screens enable users to track their performance.
- > Video segments and information screens explain the science behind the exercises and the benefits to expect from them.
- > Exercises continually adapt to individual performance, so that each person is always training at the right level for him or her.
- > The program is easy to use, even for individuals with no computer experience.

For more information about Posit Science, please visit www.PositScience.com.



About Posit Science Posit Science is the leading provider of clinically validated brain fitness programs. Its scientific team is led by Dr. Michael Merzenich, a professor emeritus of neuroscience at University of California at San Francisco and member of the National Academy of Sciences. This team includes more than 50 researchers and clinicians from leading institutions around the world.