



POSIT SCIENCE® CORTEX™ with **InSight™** *A program for visual processing and memory*

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.

InSight is our program for the visual system of the brain. Visual processing is an especially important root of brain fitness because so many of our experiences and memories are defined by what we see. An improvement in visual processing and memory can help people feel sharper and more confident, at the top of their game.

A Multifaceted Cognitive Workout

InSight features five engaging exercises performed on a computer. These exercises are carefully designed to improve the visual system in multiple ways.

These include:

Speeding up visual processing. This helps you keep up with quickly occurring visual events—a person stepping unexpectedly onto the street, a dance step you're trying to watch and learn, someone's brief facial response to something said.

Sharpening visual precision, which can help you spot and remember details, such as what someone you met looks like or what dress your wife wore on your anniversary.

Enlarging useful field of view (the area over which you can extract information in a single glance). For a driver watching the car ahead, it might mean noticing a child running into the street after a ball. For a basketball player focusing on the basket, it might mean seeing an opponent coming in from the side in time to prevent a steal.

Expanding divided attention, which can help you track multiple moving objects—cars at a busy intersection, children running around a playground, or your soccer teammates as they run downfield.

Improving visual working memory, which has innumerable benefits for daily life—from remembering where you left something, to keeping track of who is who in a new setting, to recalling the order in which you saw events unfold.

These are crucial ingredients in overall mental sharpness.

Product Description

The five InSight exercises include Bird Safari™, Jewel Diver™, Master Gardener™, Road Tour™, and Sweep Seeker™. In these exercises, the science tasks are wrapped in game-like elements, making the exercises both effective and enjoyable.



What is Cortex?

Cortex is the next-generation exercise delivery system from Posit Science.

It currently comes pre-packaged with InSight. As Posit Science develops new exercises, cognitive assessments, and other content, they can be seamlessly added to the Cortex system for a unified brain fitness experience.

InSight exercises:



Bird Safari



Jewel Diver



Master Gardener



Road Tour



Sweep Seeker

Exercise	Cognitive focus	Game concept
Bird Safari	Visual precision	A photographer spots local birds in various locations
Jewel Diver	Divided attention	A deep sea diver tracks sunken treasure
Master Gardener	Visual working memory	A gardener matches pictures to tend a magical garden
Road Tour	Useful field of view	A driver looks for signs on a tour of Route 66
Sweep Seeker	Visual processing speed	A treasure hunter identifies visual sweeps to collapse tiles

Although each exercise has a primary cognitive focus, they all work out the brain in multiple ways. For example, Bird Safari calls out visual precision but also exercises processing speed and useful field of view.

Clinically Proven Benefits

Demonstrated effectiveness in clinical trials is always a priority for Posit Science. The InSight exercises incorporate Useful Field of View (UFOV®)—a visual training technology described in numerous published studies, many funded by the National Institutes of Health. These studies show that people who use this training technology experience multiple benefits, including:

- > A 300% average increase in visual processing speed
- > A 200% average increase in useful field of view
- > Improved driving safety (with a 38% reduction in dangerous driving maneuvers)
- > Better maintenance of health-related quality of life
- > A better ability to stay independent longer

Follow-up studies show that five years after training people continue to see benefits.

Additional Features

Several InSight features help users understand and individualize their experience.

- > Exercise assessments enable users to track their progress in each exercise.
- > A video introduction and informational screens help users understand the science behind the exercises and what benefits to expect from them.
- > A flexible schedule allows users to follow our recommendation or select their own.
- > The exercises continually adapt to individual performance, so that each person is always training at the right level for him or her.

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 40 researchers and clinicians from leading institutions around the world.