

# Sensaride Frequently Asked Questions

## How is it different from popular brain games?

Generally, brain games don't work - they only train the brain for a specific task, with little to no transfer to a player's overall cognitive abilities.

Sensaride does not train any specific skill. Instead, it measures brain activity in real-time and prompts the user to activate their frontal executive network. Repeated activation rapidly leads to neuroplastic strengthening, and as a result, users will improve all higher cognitive functions that depend on this brain network, e.g., memory, attention and processing speed,

## Is it similar to physical exercise?

Very much so. Core training builds abs, but the main motivation for developing strong core is to improve posture, balance and overall strength. Similarly, Sensaride exercises the "core muscle" of the brain and improves the mental functions that make us sharp.

## What is the role of the brain sensor?

The brain sensor measures electrical activity in the brain and sends data via Bluetooth to your mobile device. The Sensaride app does all the processing and interpretation.

## How does the app work?

Sensaride session starts with a short breathing exercise. During this time, the app evaluates your current baseline brain signals and adjusts the algorithm accordingly. Once the game begins, you travel between different destinations by activating the frontal network. The more you play, the sharper you get.

## How can a user tell if and how much they are improving?

In the beginning it may be hard to subjectively feel the difference. For this reason, Sensaride includes several standard cognitive tests. These tests provide independent measures of cognitive functions and users are prompted to take them approximately once a month. In addition, we encourage our users to

take whichever tests they want and track different sets of independent metrics, if they so desire.

### **Who will benefit the most from using Sensaride?**

We expect to see significant improvements for older people, because Sensaride addresses exactly those aspects of brain function that are most sensitive to aging. Younger people also benefit from using the software, although not as dramatically.

### **How often should one use Sensaride?**

We recommend exercising three times a week for 15 minutes, ideally in the morning, or during a lunch break.

### **Why did you choose a travel theme?**

Design for Sensaride's interface is informed by neuroscience. The game is packed with all sorts of things that are good for the brain. Traveling means novelty, challenge, getting away from one's comfort zone, learning new things. These aspects align well and even amplify the effectiveness of the exercise algorithm.

### **Is it difficult to exercise with Sensaride?**

Yes, Sensaride is always challenging. And that's a good thing! The most important premise for a razor-sharp, youthful and flexible brain is to welcome challenge and always be ready to push boundaries.

### **What hardware are you currently supporting?**

Sensaride runs on iPad. Currently, we support the following wearable brain sensors: MindWave Mobile from Neurosky and BrainLink Pro from Microtellect.

### **Where can we buy Sensaride?**

The first commercial version of Sensaride is expected to launch in September 2019. In the meantime, the prototype version can be obtained through partnerships. For more details, please contact [info@xsensalabs.com](mailto:info@xsensalabs.com)