

XSENSA TO DEMO BRAIN ENHANCEMENT MOBILE APP AT THE TRANSMEDIA ZONE SHOWCASE

Join xSensa team to discover how they are bridging neuroscience and digital storytelling and try their prototype in a hands-on demonstration

January 28, 2019

On February 6th, Toronto's tech and creative innovators will test Sensaride, a brain-computer interface game that promises to reverse the effects of aging on the brain, supercharge cognitive abilities, and do so without pharmaceutical drugs or invasive brain-zapping.

Founder Natasha Kovacevic is challenging the brain health landscape

"We are witnessing the most exciting research era in neuroscience ever, yet our mental health system remains outdated and sadly limited. We urgently need new tools that are efficient, empowering and safe."- said Dr. Natasha Kovacevic, founder of xSensa Labs.

Not just another brain training game

Sensaride works in conjunction with a wearable sensor and measures brain activity in real-time, providing bio-feedback to the player as they activate the frontal network associated with higher cognitive functions (e.g. memory, attention and processing speed).

High performance.

Just 15 minutes of playing Sensaride a day promotes neuroplastic changes in the brain, and it may take as little as six cumulative hours to see measurable effects in cognitive performance.

Highlights

- Xsensa Labs supported by National Research Council's Industrial Research Assistance Program (2018)
- Awarded Best Health Company at Smart Cities and IoT show, Toronto, 2018
- Founder Dr. Natasha Kovacevic is a computational neuroscientist with over 80 publications in peer-reviewed journals

- Founder Natasha Kovacevic pioneered "My Virtual Dream", featured by CBC Radio, Reuters, Toronto Star and BetaKit, and won the Baycrest Innovator Award (2014)

Quotes

"Mood and cognitive disorders are rampant. We need to inject the latest neuroscience into mental health system and empower people with new tools for prevention and treatment."

- Natasha Kovacevic, PhD, Founder and CEO of xSensa Labs

There are many ways to boost your brain but nothing close to what xSensa is doing: they are turning sci-fi into reality.

- Rui David Felipe, serial entrepreneur,

"I just completed my last session. I am grateful for the opportunity to be part of this study. It has been interesting and intriguing! Thank you!"

- Sensaride study participant

Quick facts

- **Live demo** of Sensaride prototype on February 6th 4pm-6pm, DMZ Sandbox, 341 Yonge St, Toronto, ON M5B 1S1
- Partners include, Ryerson University Transmedia Zone, George Brown College, York University, IBM, MaRs, Mitacs, NRC-IRAP
- For more information visit: **xsensalabs.com**

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