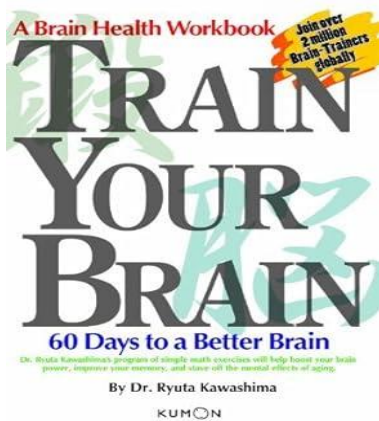


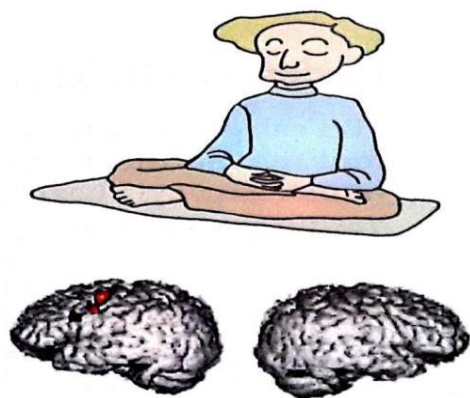
The Reveal of Neuro Attention

In 2008, while we were carrying out activities for individuals and families in our counseling center, we came across a book. It was: 'Train Your Brain: 60 Days to a Better Brain'. The book is based on the scientific studies of Japanese Professor Ryuta Kawashima and the brain exercises that are based on these studies can be performed.



Kawashima's curiosity was how the human brain reacts and is active in different functions.

For this, he used fMRI technology and determined which parts of the human brain are active in different occupations.



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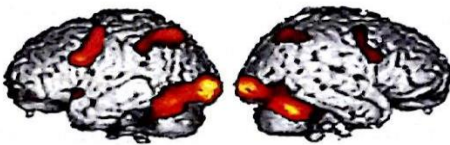
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The state of your brain when you are in deep thought is as follows:

It was like. Note the small active segment in the prefrontal cortex on the left side.



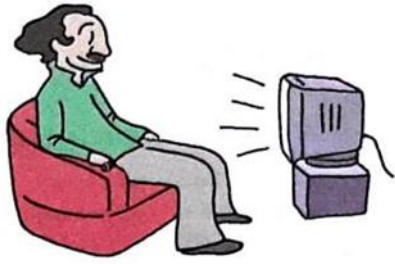
That's what your brain is like when it's quickly solving simple arithmetic operations. As you can see, many regions on both sides of the brain are active.



This is what your brain is like when it's slowly solving simple arithmetic operations. You find that your brain is much more active when solving problems quickly.



This is the state of your brain when solving difficult problems. Part of the prefrontal cortex and the left side of the brain are activated.



This is what your brain is like when you watch television. The active regions on both sides of the brain are the occipital lobe, which focuses on vision, and the temporal lobe, which focuses on hearing.



This is the state of your brain when you write. You see how active the prefrontal cortex is on both sides of the brain.



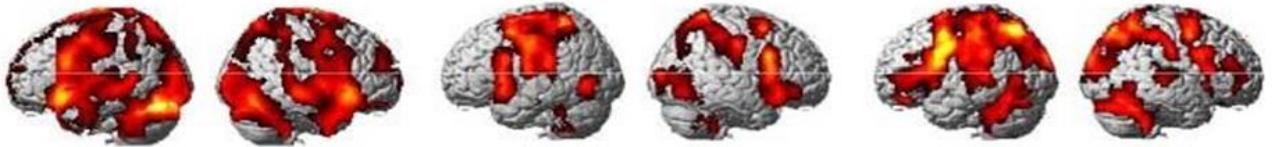
This is the state of your brain when you read from within. Many different regions on both sides of the brain are active.



This is what your brain is like when you read out loud. The active areas on both sides of the brain are much larger than those in the G scheme. Research shows that your brain is more active when you read quickly.



Three studies that activate different parts of the brain simultaneously are as follows;



Reading out loud

Writing

Solving simple arithmetic problems quickly

As a result of the experiments, Professor Kawashima designed a 60-day exercise program. When we implemented this program with our clients, we achieved positive and surprising results.

Based on this program, we carried out R&D activities over time. While examining different cognitive development programs from around the world, the question of how these programs could be implemented in the form of software came to our mind. We experimented with simple software programs. With positive results, we started to make our applications that improve other mental functions software-based.

Previously, we had programs aimed at increasing transaction speed. Processing speed has a very important place in our mental functions. However, working memory is the cornerstone. For this reason, we added modules to our software that activate short-term memory and working memory. We observed that our exercises were effective in response inhibition, the ability to focus on more than one task at the same time, and ensuring continuity of attention.

In the final stage, our software that synchronized processing speed and working memory (task assignment) took the situation to a very different point. In this way, we have achieved surprising results with our clients in a relatively short time.

During the process, we integrated movement-based exercises, which positively affect cognitive functions, into our training program. When we added short-term memory and working memory functions to movement-based exercises, the positive results increased even more.

Neuro Attention continues to learn as an innovative system that activates mental functions by working integrated with software and movement-based exercises!