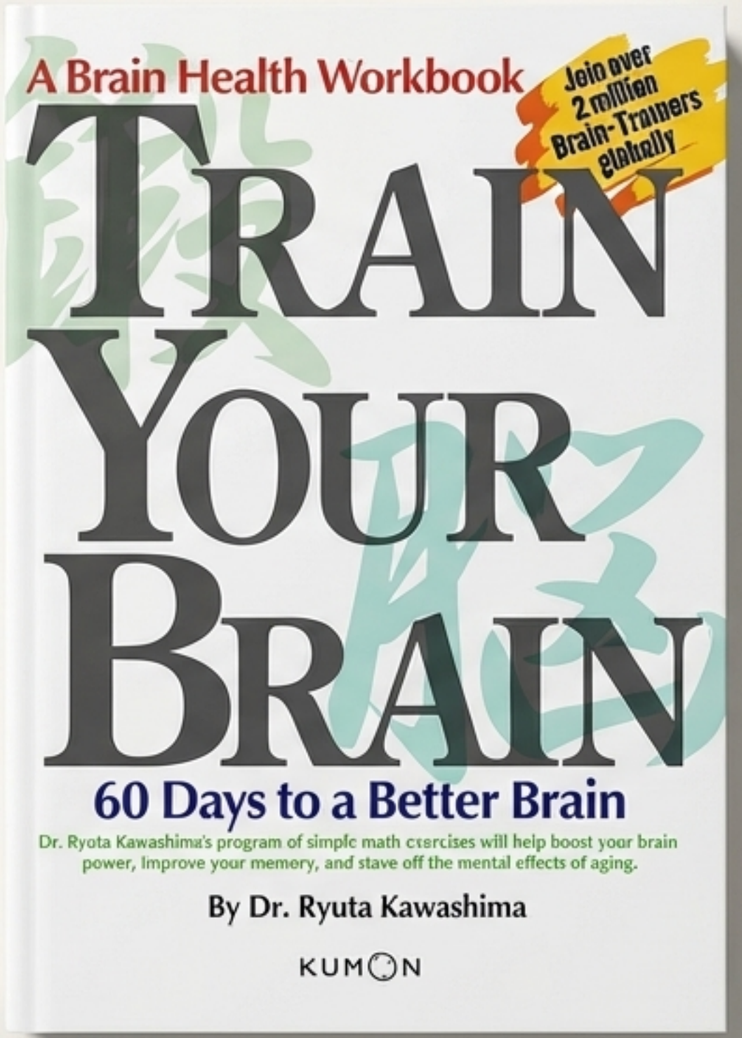
The Reveal of Neuro Attention

A Journey From Scientific Discovery to an Integrated Cognitive System

Our Story Began in 2008 with a Single Book.

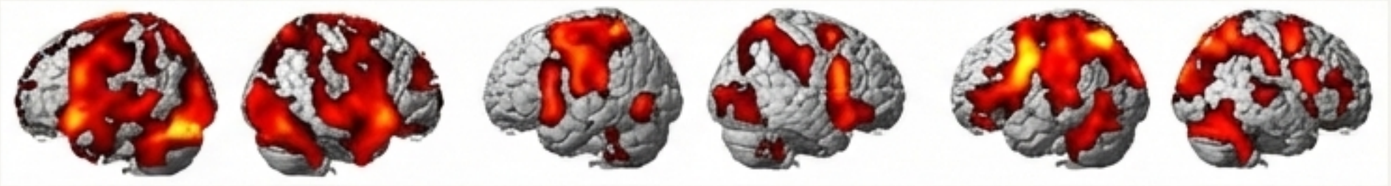
In 2008, we came across “Train Your Brain: 60 Days to a Better Brain” by Japanese neuroscientist Dr. Ryuta Kawashima.

The book was based on his scientific studies exploring a fundamental question: How do different activities *truly* affect human brain activation?



Peeking Inside the Brain with fMRI Technology.

Dr. Kawashima used functional Magnetic Resonance Imaging (fMRI) to observe and measure which parts of the brain become active during various mental tasks. The results were often surprising.

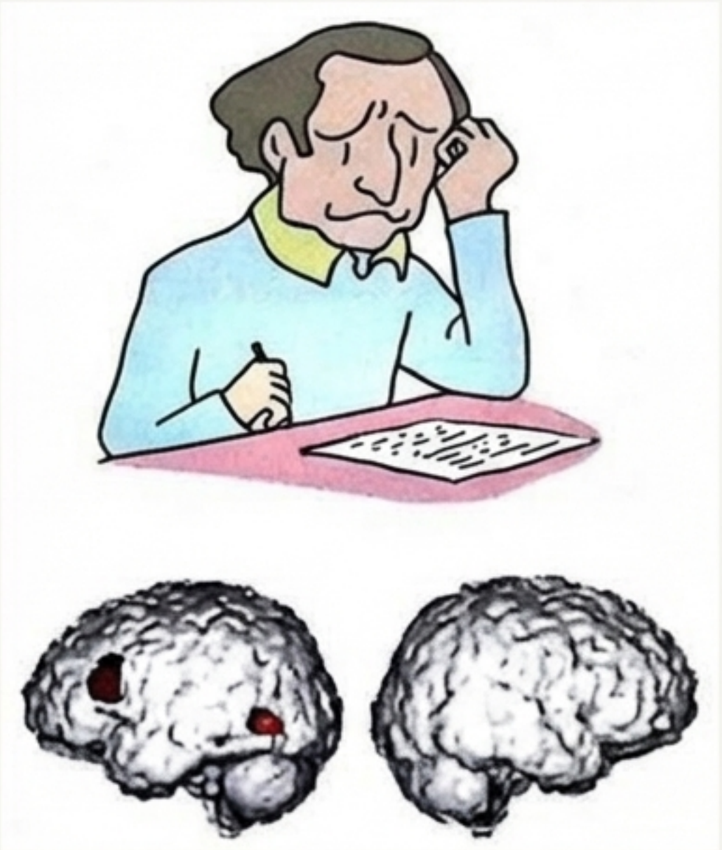


A Surprising Starting Point: The Brain in Deep Thought.

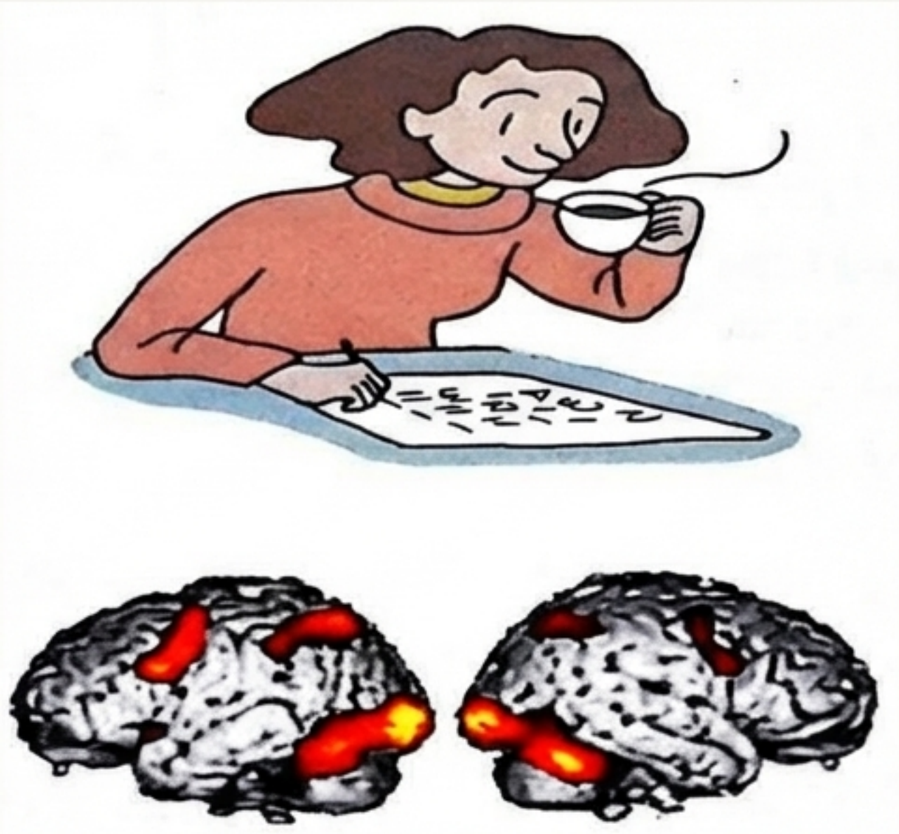
During deep thought or meditation, brain activity is minimal. Note the small active segment in the prefrontal cortex. This provides a baseline for comparison.

The “Effort” Misconception: Difficult vs. Simple Problems.

A common belief is that wrestling with difficult problems provides the best mental workout. The fMRI data showed something different.



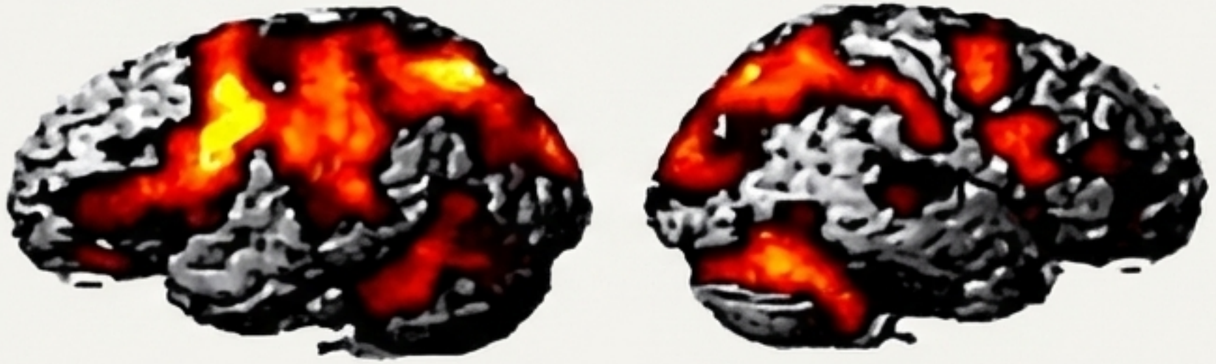
Solving difficult problems activates specific parts of the prefrontal cortex.



Solving simple problems slowly shows slightly more, but still limited, activation.

The Breakthrough Insight: Speed Trumps Complexity.

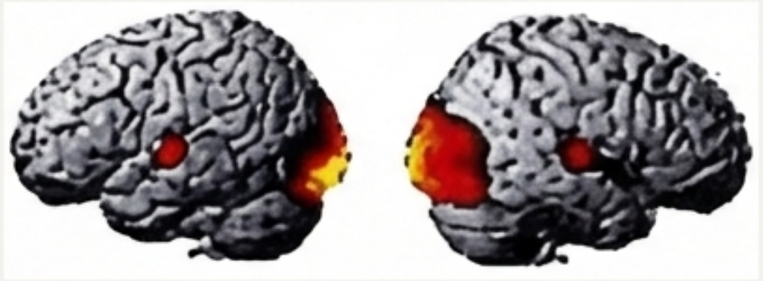
The most profound discovery was the effect of speed. When solving simple arithmetic problems *quickly*, many regions on both both sides of the brain become highly active. The brain is significantly more engaged when working fast than when working hard on complex problems.



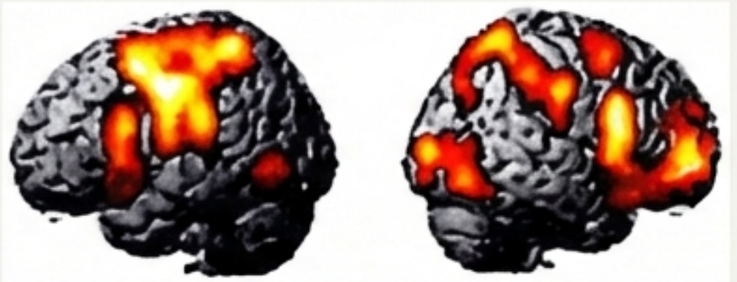
The Principle of Active Engagement.

This pattern holds true for other activities. Active creation shows far more neural engagement than passive consumption.

Watching TV primarily activates the visual and auditory processing centers (occipital and temporal lobes).

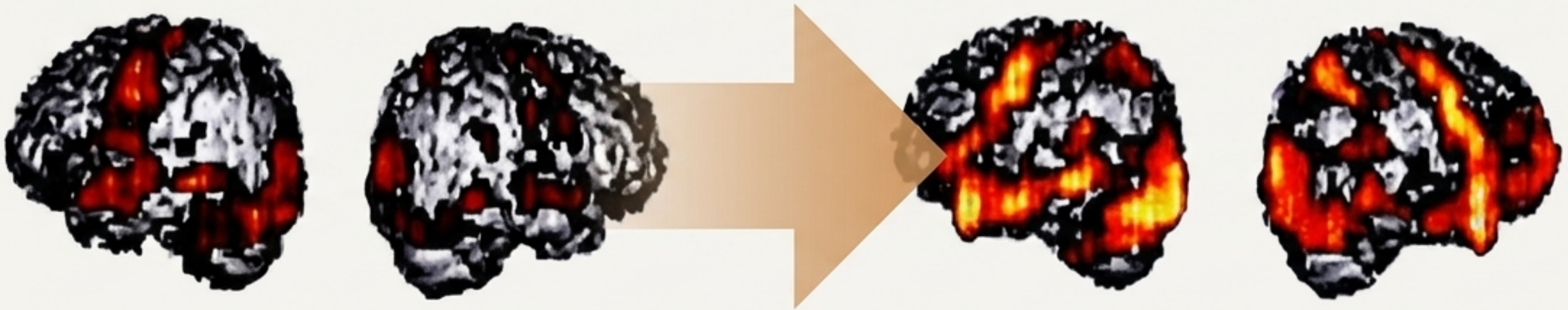


Writing activates the prefrontal cortex extensively on both sides of the brain.



Amplifying Activation: The Power of Reading Aloud.

Comparing silent reading to reading aloud reveals another key finding. Vocalizing—actively engaging speech—**dramatically increases the size of the active areas** across both brain hemispheres.



Reading Silently

Reading Aloud

The Three Pillars of Maximum Brain Activation

Dr. Kawashima's research concluded that three specific activities are exceptionally effective at engaging the brain simultaneously and bilaterally.

Solving Simple Arithmetic Problems Quickly

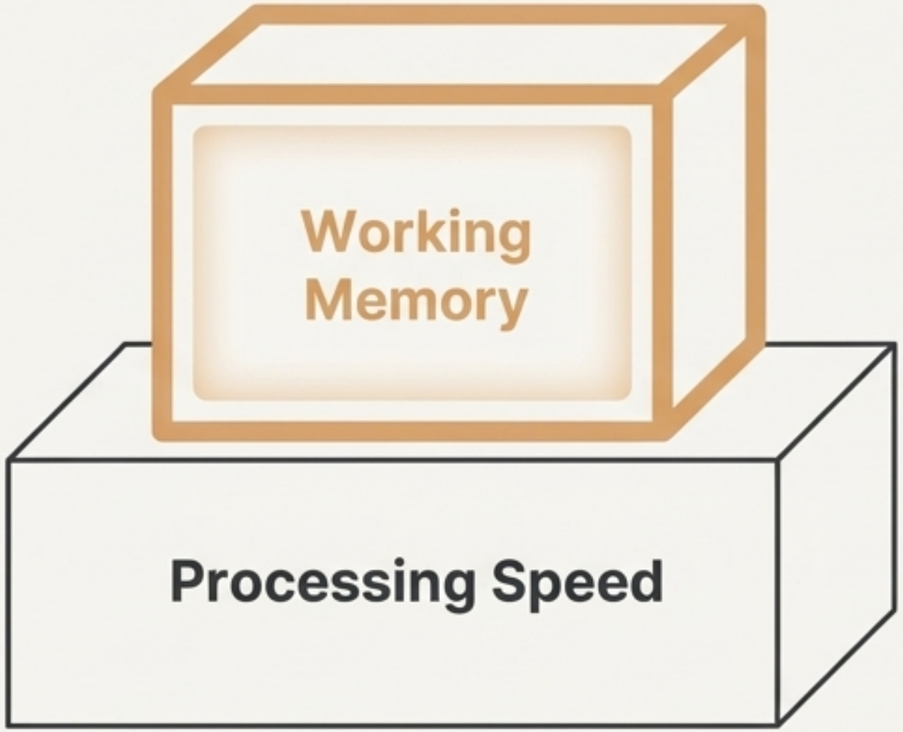
Writing

Reading Out Loud

From Proven Principles to a New Generation of Tools

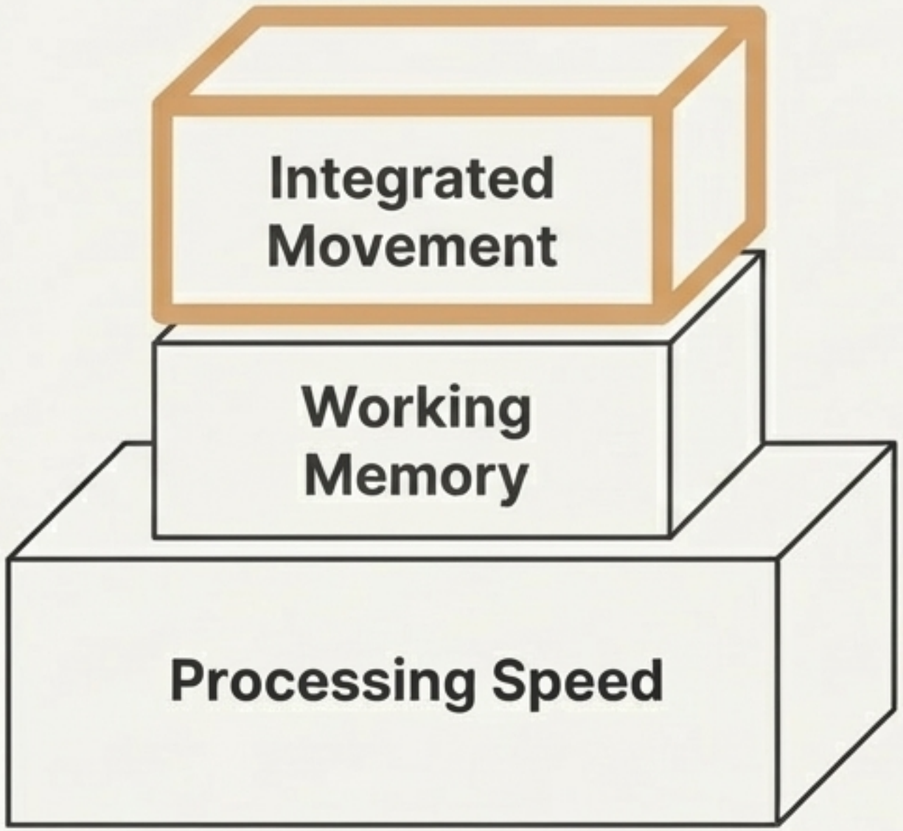
Implementing Dr. Kawashima's 60-day program with our own clients yielded positive and surprising results.

This success inspired us to begin our own R&D activities. We explored how these principles could be evolved and implemented in a more powerful, software-based format to enhance other mental functions.



Building on the Foundation: Adding the Cornerstone of Working Memory

Processing speed is vital, but we identified working memory as the cornerstone of cognitive function. We evolved beyond simple speed exercises and added modules to our software specifically designed to activate and strengthen short-term and working memory. This proved effective for improving response inhibition and the ability to focus on multiple tasks.

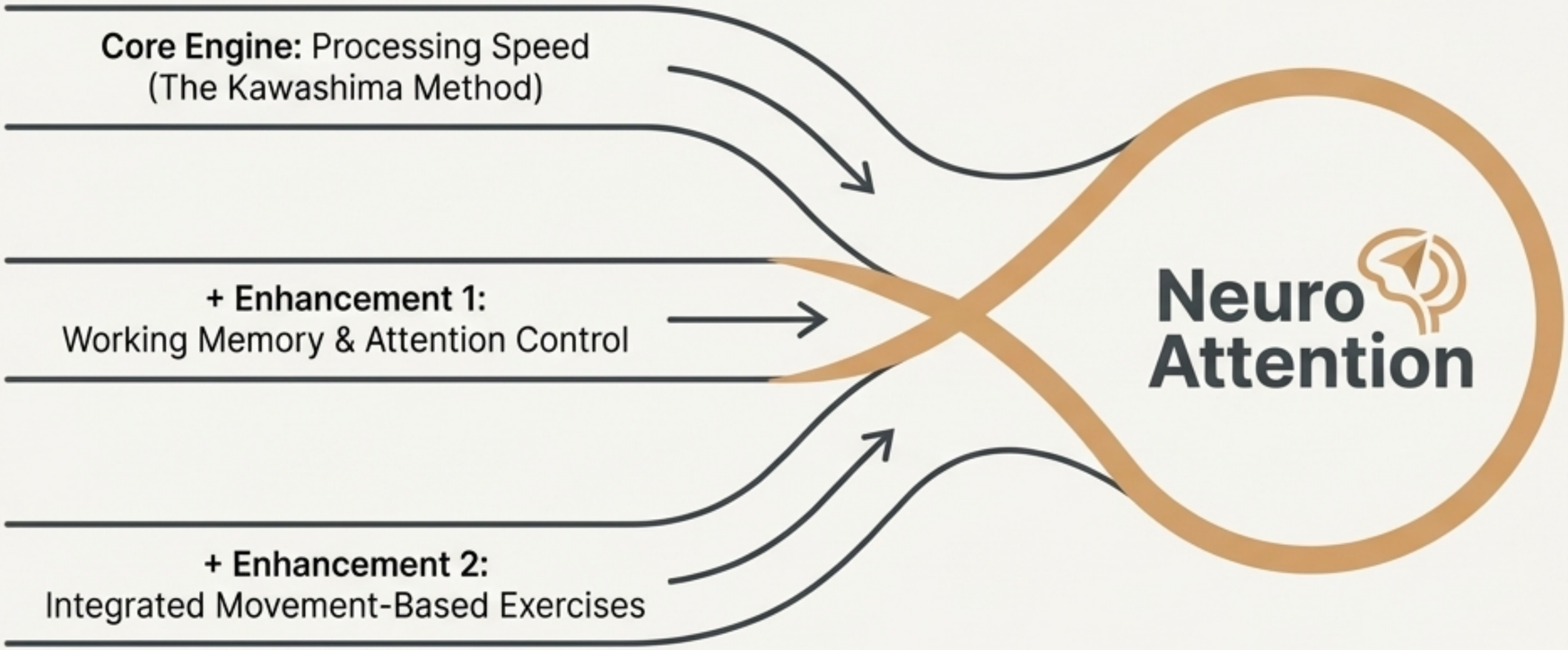


The Final Layer: Integrating Movement for a Mind-Body System.

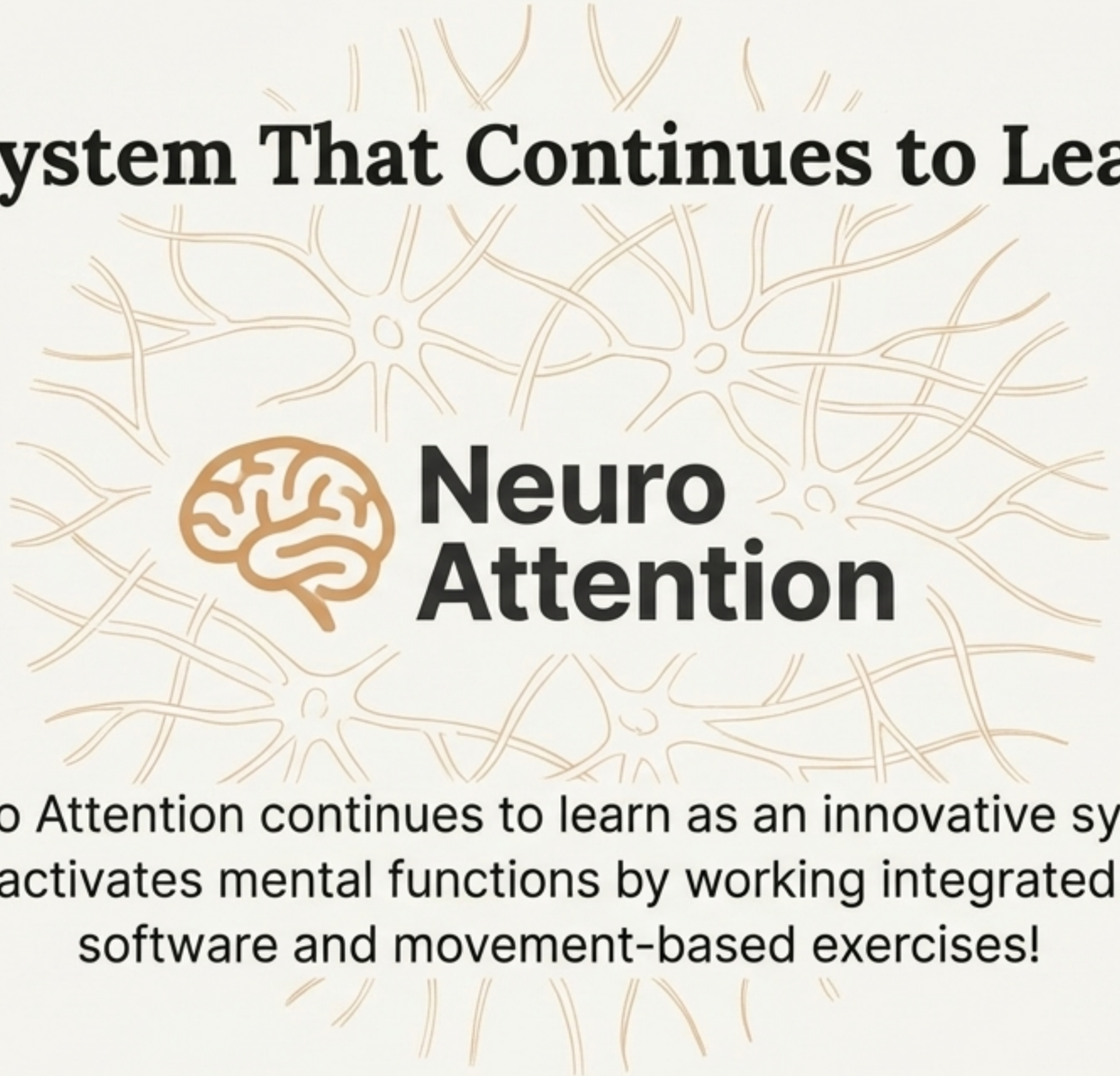
In the final stage of development, we integrated movement-based exercises into our training program. Research shows that physical movement positively affects cognitive functions. When combined with our working memory tasks, the positive results for our clients increased even more, creating a powerful synergy.

Introducing Neuro Attention: An Integrated Cognitive System.

The result of this journey of discovery and innovation is Neuro Attention. It is a system built on a scientific foundation and enhanced with critical cognitive and physical components.



A System That Continues to Learn.



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