

Brain Fitness and BrainWare Safari

New Partnership

IAL and the Learning Enhancement Corporation have formed a new partnership. We now offer a great tool in our online store called "BrainWare Safari". Find out what this software is all about.

Brain Fitness

Have you heard the term "Brain Fitness" being tossed around lately? If you have, you are not alone. But what is Brain Fitness? And how can we get our brains in shape?

Brain Fitness is the general state of having a good, sharp, brain and mind, especially as the result of mental and physical exercise and proper nutrition. It is the capacity one has to deal with the basic cognitive demands of life, such as handling relationships, processing information at school or at work, or making decisions based on reasonable conclusions.

Like physical fitness, brain fitness can be improved by disciplined exercise that presents a variety of challenges in a constructive environment. Recent research shows that regular brain "workouts" not only help prevent age-related cognitive decline, dementia, Alzheimer's, and other degenerative diseases, but can also improve normally functioning minds.

Although puzzles and games like chess provide mental stimulation, when it comes to improving minds, a program that challenges multiple skills in a cross-training approach has been shown to produce dramatic gains in cognitive capacity.

("A Study of the Effectiveness of Cognitive Skill Therapy Delivered in a Video-Game Format" by Helms, D., Sawtelle, S.M., Optometry & Vision Development, Volume 38, Number 1, 2007)

BrainWare Safari

Award-winning BrainWare Safari is a comprehensive cognitive skills development software program that builds learning capacity for ages 6 and up. Based on neuroscience and presented in an engaging video-game format, BrainWare Safari is a powerful program that is easy to learn, fun to play and will improve your Brain Fitness!

Science has shown that while genetics play a role in determining our intellectual ability (capacity), they do not limit our brains' ability to grow and change throughout our lives. With programs such as BrainWare Safari, that are specifically designed to increase intellectual abilities in a comprehensive way learning capacity can continue to grow and improve our overall brain fitness!

Cognitive skills are highly integrated and need to function well at an automatic level to enable the mind to work on higher-

order thinking and problem-solving. For example, if a child has to sequentially and consciously process every detail related to learning: listening to the teacher, understanding the information that is said or writing notes to capture what is being communicated, he/she cannot learn as well as someone who does these things all at once and automatically.

What are cognitive skills? Cognitive Skills are mental processing skills. They allow us to take in, process, understand and apply information. BrainWare Safari develops the skills most critical for learning in all six of the following categories:

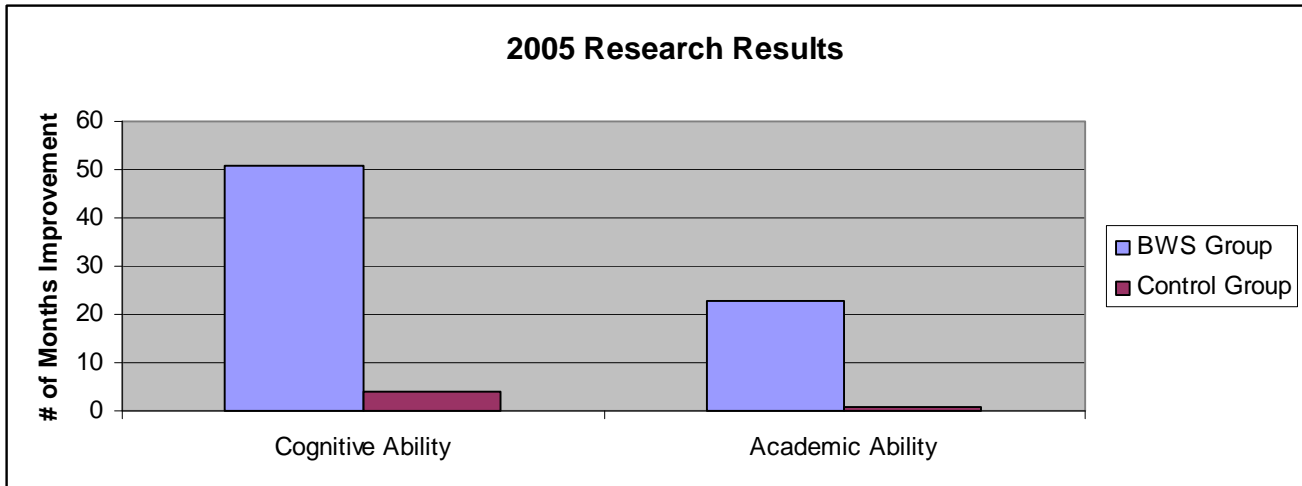
- **Attention:** the ability to focus on one thing without being distracted and the ability to focus on two activities at the same time.
- **Memory:** the ability to remember the relationships between pieces of information, to keep them straight, and to recall them as needed.
- **Sensory Integration:** the ability to process and interpret information relating to multiple senses such as eye-hand coordination.
- **Auditory:** the ability to distinguish differences in sounds and sequences of sounds.
- **Visual Processing:** The ability to organize and interpret information that is seen and give it meaning, such as the ability to visualize.
- **Thinking:** the ability to use logic, reasoning and problem-solving to make decisions

Supported by Research and Scientifically Grounded

BrainWare Safari is designed to comprehensively develop the cognitive skills that are most important for learning. It uses cross-training principles which build and reinforce the complex network of cognitive skills everyone needs. It is based on therapies that have been tried and true over the years and incorporates the best elements of video-game technology.

BrainWare Safari has completed several studies have to demonstrate its effectiveness. The evidence thus far is compelling. The following results are from a study where children ages 6-13 used BrainWare Safari 3-5 times per week for 30-60 minutes per session for an 11 week period. The control group (ages 6-13) did not use BrainWare Safari at all during the 11-week study. Results are based on pre- and post- testing using the Woodcock Johnson Tests.

In this study, which has been published in a peer-reviewed scientific journal, the study group improved their cognitive skills by 4 years and 3 months over 11 weeks of use as compared to 4 months improvement for the control group, as shown in Figure 1. Furthermore, the study group improved their cognitive skills by 1 year and 11 months compared to 1 month improvement for the control group.



Can BrainWare Safari help?

Yes! And understanding how BrainWare Safari will help is easy! We have created an online assessment tool that will help you identify an individual's current cognitive strengths and weaknesses in terms that are easy to understand and

relate to. After completing the assessment, we will show you the improvements that could be gained by using BrainWare Safari. It's simple and the results are immediate!

Find out if someone you know could benefit from BrainWare Safari at: <http://www.ialearn.org/brainware.php>