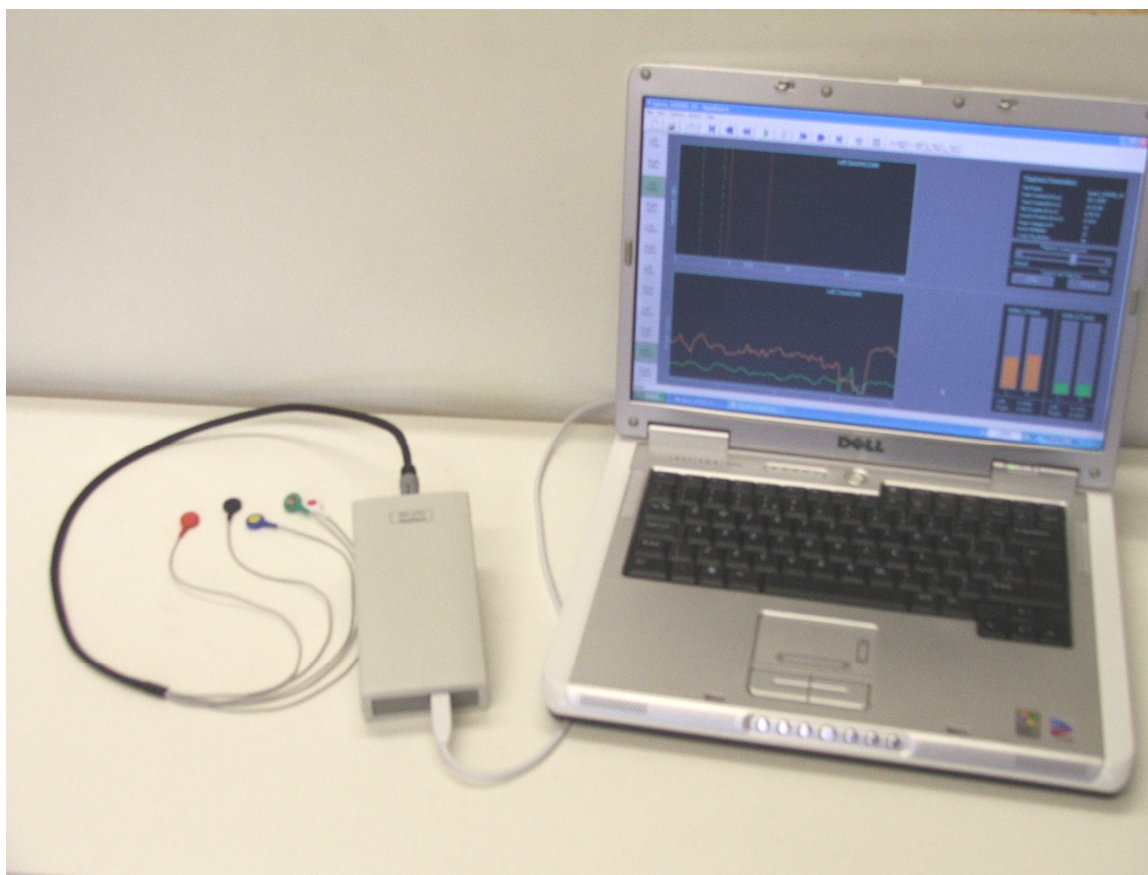


HeadCoach™

Serious science for success in sport



*The sports coaches' EEG brainwave monitor
for active training to improve focus
by Alpha-Active Ltd*

What is HeadCoach™

HeadCoach™ is a robust, pocket-sized EEG system specifically optimised to measure brain alpha waves in the sports coaching context. Developed in Britain, following consultation with professional sports coaches and university scientists, HeadCoach™ lets the coach see how the sporting performance relates to the athlete's EEG recorded at the same time.



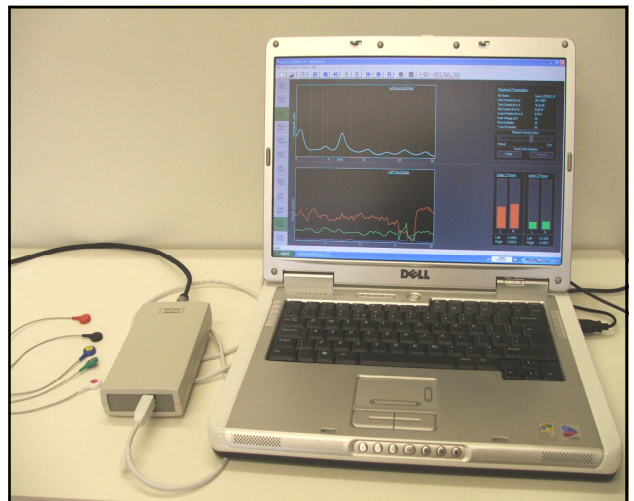
HeadCoach™ main features:

- ◆ Small, portable and simple to use dual (left & right) channel system
- ◆ User-friendly software shows various brainwave frequencies
- ◆ Only needs five easy-to-fit electrodes to see left & right brain
- ◆ Robust design allows use 'in the field' during training
- ◆ Gives instant feedback to the coach with real-time display
- ◆ Simultaneous sound recording option
- ◆ Software data analysis is more robust to movement of the user
- ◆ Allows coach to see the correlation between the athlete's performance and EEG recorded at the same time
- ◆ All recordings saved on computer to review and share when required.

Sound Recording Capability

The addition of an optional sound recording feature to the HeadCoach™ allows for the simultaneous recording of EEG and **sound**.

This feature captures the sound of the sport for event synchronisation and also removes the need for written notes. The coach, or the user, can speak directly to the microphone to detail events, times etc. All this information is stored and can be correlated to the brainwave patterns in the EEG recording.



How can HeadCoach™ help me?

When a sports person is connected to HeadCoach™, their coach can monitor their brainwaves in real time. They can relate peaks of performance to 'state of mind' at the time - HeadCoach™ can provide a 'neurobiofeedback' training mechanism. This can help the athlete minimise negative states of mind and reproduce the appropriate brainwave activity at key pressure moments - thereby providing a competitive edge.

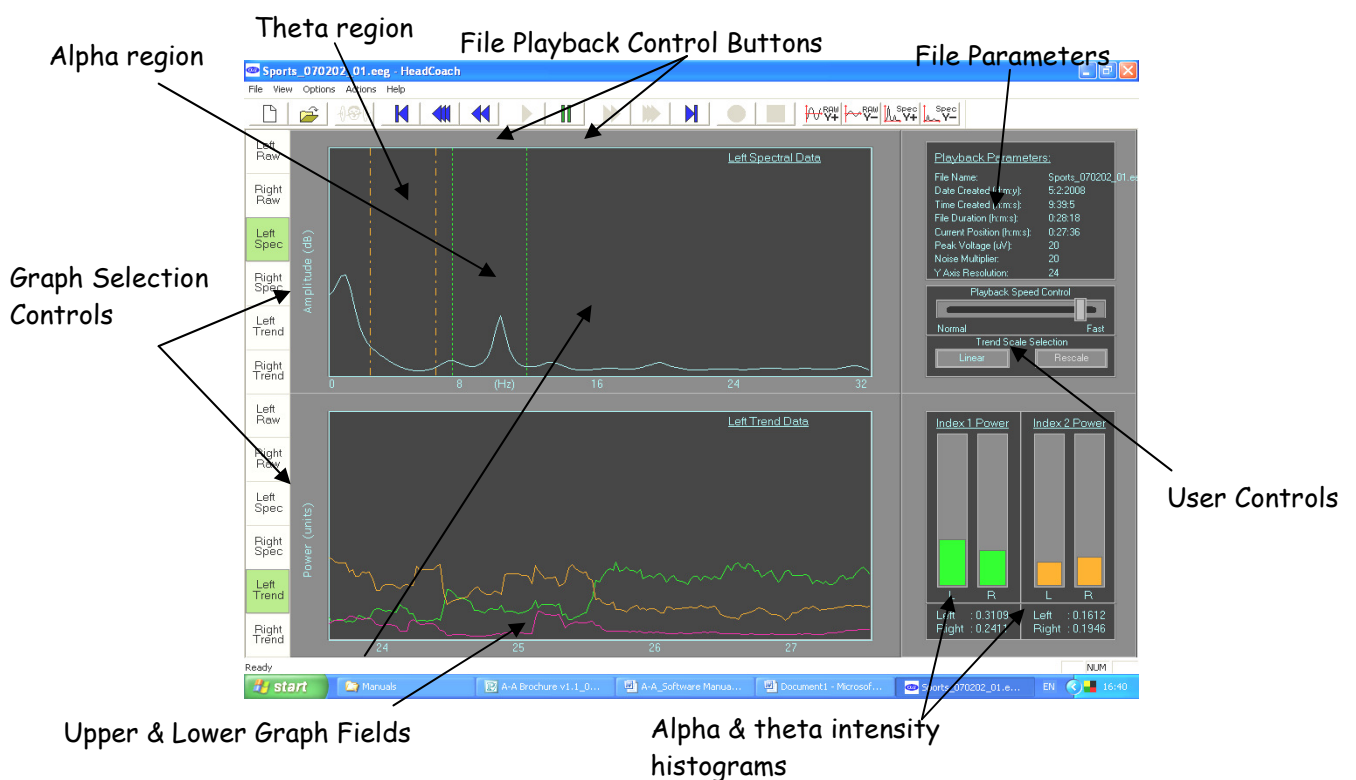
Alpha-Active's *HeadCoach™* builds on patented technology to provide a robust, pocket-sized, simple-to-use system run from your computer. It is cost-effective, and can work in the sports field even when athletes are actively practising



The *HeadCoach™* system is easy to fit and easy to use:

- ◆ Minimal skin preparation
- ◆ Just 5 self-adhesive electrodes
- ◆ Snap-fit electrode connectors
- ◆ A belt-bag to keep the *HeadCoach™* module safe when in use
- ◆ Easy to use software with simple 'play', 'rewind' and 'fast-forward' controls
- ◆ Choice of left and right side of head and various user-specified different trace types to view and change without losing the original recorded data set
- ◆ Displays are easy to interpret in real time and in playback mode, and may be synchronised with video and other training session playbacks.

Typical information the *HeadCoach™* can give you



What is an EEG?

An EEG (electroencephalogram) monitors the electrical activity of the brain. Brainwaves may be a measure of a person's concentration or 'focus'. This focus is often known as being 'in the zone'. Successful sports men and women routinely optimise their brainwaves to get into the zone and help improve their performance.

Some Potential Applications of HeadCoach™:

- Helping athletes achieve their personal best **consistently**
- To help achieve focus before stage or musical performance, or when making a speech or other 'pressure' presentation
- Helping any individual achieve their personal best when in a challenging situation
- As an aid to therapists

Specifications:

Summary:	24-bit dual channels for left and right side of head
Output:	Raw signal, brainwave spectrum, trend vs time
Dimensions:	186mm X 100mm X 63mm
Weight:	0.37kg
Power:	USB lead from PC
Consumption:	Less than 500mA
Operational environment:	+0 °C to +40 °C, 35 % to 80 %, non-condensing
Storage conditions:	-30 °C to +70 °C , 15 % to 90 %, non-condensing

Computer Requirements:

- All connection leads and software are supplied with the comprehensive HeadCoach™ system pack.
- HeadCoach™ requires connection to USB port of a computer to operate.
- Compatible operating systems: Microsoft Windows XP™, Vista™, or Apple Mac™ with Microsoft Virtual PC™.
- Computer not supplied.



"The HeadCoach technique helps me to bring my rowers together as a winning team."
Gordon Trevett, High Performance Manager and Director of Rowing, University of Bristol.

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Or contact your local supplier: