



Does brain training work?

At some point or another, we've all heard about the clear benefits physical exercise offers for our overall health and well-being. Simply put, brain fitness is the next step forward in that evolving process of awareness and increased activity. Keeping your brain in top shape, for as long as possible, is at the essence of what brain training is all about.

What this means for drivers

What this means to you is that people who are already good drivers can make significant cognitive gains using our clinically proven driving program, while all others can benefit from lowering their crash risk - regardless of age.

BrainHQ is the designated driver training partner for the American Automobile Association and its 54 million members.

Dr. Michael Merzenich

Co-Founder & Chief Scientific Officer,
Posit Science



As co-founder and Chief Scientific Officer of Posit Science, Dr. Michael Merzenich heads the company's science team. For nearly five decades he has been a leading pioneer in brain plasticity research. In the late 1980s, Dr. Merzenich was on the team that invented the cochlear implant. In 1996, he was the founding CEO of Scientific Learning, which provides software applying principles of brain plasticity to assist children with language learning and reading skills.

Dr. Merzenich has received numerous awards and prizes and has been granted nearly 100 patents for his work. Both he and his work have been highlighted in hundreds of books about the brain, learning, rehabilitation, plasticity, and widely circulated in the press, including the Wall Street Journal, Time and Forbes Magazine. He was featured in the New York Times bestseller "The Brain That Changes Itself" by Dr. Norman Doidge, the eminent Canadian psychiatrist. Dr. Merzenich has also appeared extensively on TV programs in Canada including David Suzuki's "The Nature of Things" as well as TVO's "The Agenda" with Steve Paikin.

Dr. Merzenich earned his PhD at Johns Hopkins and completed post-doctoral studies at the University of Wisconsin before becoming a professor at the University of California, San Francisco. Elected to the National Academy of Sciences in 1999 and the Institute of Medicine in 2008, Dr. Merzenich's seminal contributions have led many to regard him as the "father of brain plasticity."

In Dr. Merzenich's words:

"We have worked hard in our labs and done our share to help people understand their brain and show them how to prevent unnecessary brain aging or fix it before it's too late; beyond this point it's their responsibility to take it, or drop it!"



Your brain is the key to driving safer at any age.



BrainHQ Driving Cognitive Training

DynamicBrain is the Canadian Partner of Posit Science Corporation, the leading provider of clinically proven brain fitness programs.

www.DynamicBrain.ca/driving



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BrainHQ Driving Cognitive Training

The suite of BrainHQ cognitive training exercises is supported by clinically proven research from the Mayo Clinic and 70 peer-reviewed studies that demonstrate significant improvements.

Proven results:

Mayo Clinic IMPACT Study & ACTIVE Study

- Car accident risks reduced by 50%
- Visual system improved by 300%
- Peripheral vision improved by 200%
- Hearing system improved by 131%
- Memory improved by 10+ years
- Reaction time reduced - drivers stopping 22 feet sooner at 88 km/h
- Driving confidence improved for night time driving, congested traffic and new places

"The studies show these brain exercises improve reaction time, cut crash risk and increase driving confidence. Most people can benefit and can achieve their goal of continuing to drive and doing so more safely."

—J. Peter Kissinger,

President and CEO of the AAA Foundation for Traffic Safety



It's easy. And results can be seen as you progress.

Simply subscribe to the BrainHQ 8-week online Driving Program (\$28) and work through the exercises 3 to 5 times per week for 30 to 60 minute periods until you complete the program. Most participants complete the program within five weeks and continue to improve on weak areas in the remaining three weeks.



"I was astonished to find that I have dramatically better vision and focus when I drive in the dark. What a wonderful improvement in life quality!"

—Elaine Carmack

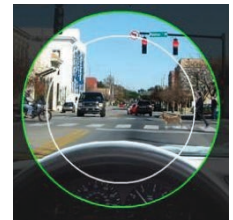
The program consists of two simple exercises:

Target Tracker (Multiple Object Tracking)

This exercise improves your ability to keep track of several objects at a time. When driving in real life, this skill helps you keep an eye on the many cars, pedestrians, and other objects moving around you. Knowing where these potential obstacles are and where they are going is the first step in avoiding an accident.

Double Decision (Useful Field of View)

This exercise improves your useful Field of View (how much of a scene you can take in with a quick glance), and increases the speed of processing visual information. In this



exercise, you will spot a target in the middle of the screen while simultaneously noticing a target in the periphery – even when they flash on screen very briefly. When you are behind the wheel, there are countless situations in which this skill is important. For instance, if you can spot a skateboarder in your peripheral vision early enough, you can stop your car before he speeds out in front of you.

Did you know
that your ability to drive safely is dependent on the brain's quickness and accuracy?

Try the free Crash Risk Evaluator tool at www.dynamicbrain.ca/driving