

BrainTrain Memory Gym for Children Wins Mom's Choice Award

Simple EEG Brainwave training helps users "get in the groove" while they learn.

Richmond, VA ([PRWEB](#)) February 15, 2013 -- BrainTrain, Inc., developer of award-winning reading and brain-training software, has won the Mom's Choice Award for its BrainTrain Memory Gym Primary Edition (PE). The three new BrainTrain Memory Gyms are designed to improve working memory in children, adolescents and adults. In addition to the award-winning Primary Edition, the company has released the BrainTrain Memory Gym AE for adolescents and adults with cognitive impairments, and the Memory Gym Challenging Edition (CE) to help high-functioning adults stay sharp and focused as they age. By stimulating the brain to build new neuronal connections, the BrainTrain Memory Gyms strengthen not only working memory, but also processing speed, attention, response control, and general reasoning - the basic cognitive skills people need for academic and life success. Based on the science of brain neuroplasticity, the BrainTrain Memory Gyms fundamentally change the way the brain processes information.

To make the exercises even more effective, the Memory Gyms can be used in conjunction with the NeuroSky Mindwave device to enhance the training. By training relaxation and alertness, this optional feature can help the user achieve a more receptive learning state while he does the exercises.

The BrainTrain Memory Gyms are fun with a serious purpose. Research shows that people with ADD/ADHD, learning disabilities, traumatic brain injuries, or mild cognitive impairment, suffer from deficits in working memory. Working memory, the brain function that keeps information "online" while at the same time manipulating and using it, is vital for tasks like performing math calculations, following a story line, remembering the rules of a game, staying on-task, and following directions. Working memory deficits impact people's ability to stay focused in the classroom or the workplace, participate in group activities, comprehend what they read, work independently, and interact socially with peers.

The BrainTrain Memory Gyms provide a highly efficient means of exactly identifying the cognitive skills on which the user needs to focus. They then create a systematic, customized training plan specific to the person's unique needs. The programs continually assess progress on each specific skill and self-adjust the training as the individual advances through the different exercises.

"This product has the potential of making a big difference in the lives of so many people," says Dr. Joseph Sandford, clinical psychologist and president of BrainTrain, Inc. "The 'test 'n train' approach makes it amazingly effective and easy to use. Combining the simple EEG biofeedback with the brain training adds a whole new dimension to the training. And it's really fun."

The BrainTrain Memory Gyms make improving working memory a rewarding experience. Vibrant graphics and entertaining activities are incorporated into the learning process. In addition to earning certificates for each skill they master, players are also rewarded with exciting two-minute "video game breaks" that improve processing speed and eye-hand coordination. Using cloud technology, the exercises can be accessed remotely, allowing clinicians the flexibility of coaching clients either in their own office or in the clients' home or school settings.

The BrainTrain Memory Gyms are available as a professional, fully customizable version. Fully functioning trial versions of the software may be downloaded free at: www.braintrain.com/downloads



About BrainTrain

BrainTrain, Inc. was founded in 1989 by Joseph A. Sandford, Ph.D. Before becoming a clinical psychologist, Dr. Sandford was a professional computer programmer, so when he began his practice working with head-injured clients, it was natural for him to perceive how the computer could be an indispensable tool for helping them. His vision of using the computer as a way to improve people's quality of life through cognitive enhancement continues to define BrainTrain's mission. BrainTrain's software is currently used in all fifty states and in over fifty foreign countries.

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