

The next-generation cognitive training has been selected as a finalist for the 9th Asia Pacific Eldercare Innovation Awards 2021!



2021.09.09

NeU Corporation and Guardforce Technovation's joint application to the 9th Asia Pacific Eldercare Innovation Award 2021 has been selected as one of the finalists for the region's most prestigious ageing industry award under the category of "INNOVATION OF THE YEAR – DEMENTIA TECHNOLOGY SOLUTION" with NeU's latest real-time neurofeedback-based Cognitive Training Application. Winners of the much coveted grand prize will be announced at the World Ageing Festival (The Hybrid Edition) that will take place in October 2021.

[Event Info]

9th Asia Pacific Eldercare Innovation Awards 2021 - Ageing Asia

<https://worldageingfestival2021.heysummit.com/9th-asia-pacific-eldercare-innovation-awards/>

[Category]

Best dementia technology solution implementation that demonstrates improvement in quality of life for older adults.

[Application Title]

Cognitive training with real-time neurofeedback technology by Guardforce, Hong Kong SAR China & NeU Corporation, Japan

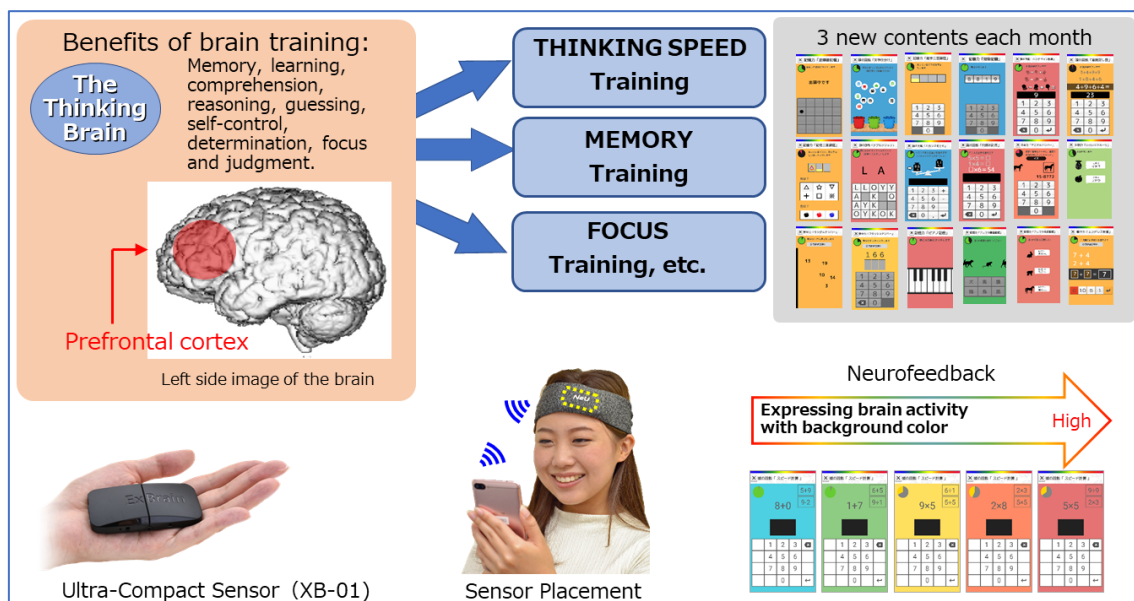
Japan is well-known for becoming the first super-ageing society in the world, however, other Asian countries are also rapidly following Japan's footsteps with Hong Kong coming in next. Therefore, pre-illness solutions such as methods to prevent the onset of dementia are essential and have become a global health priority. In response, NeU and Guardforce have developed one of the most advanced cognitive training methods in Hong Kong based on NeU's leading-edge brain science and real-time neuro-feedback technology as one of the solutions for dementia prevention.

A preliminary trial was conducted in Hong Kong together with Guardforce, Hitachi High-Tech Hong Kong and NeU at H.K. Christian Mutual Improvement Society Chuang Chung Wen Social Centre For the Elderly. Over the course of two months, 12 senior citizens (65 to 90 years old) residing at the

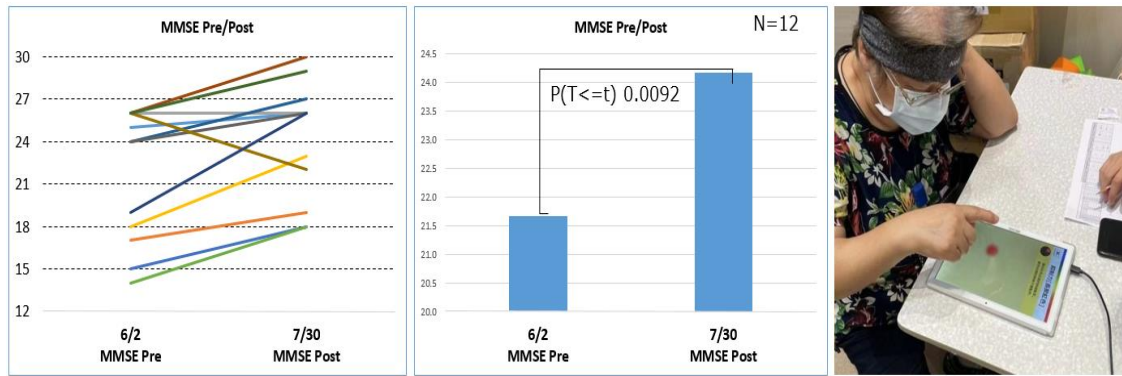
social center took part in NeU's real-time neurofeedback cognitive training known as the "Active Brain CLUB" (Chinese version) for twice a week, ten minutes a day.

With NeU's ground-breaking cognitive training method, an ultra-compact brain sensor (XB-01) is used to visualize brain activity in real-time as participants perform training tasks with contents that have been specially developed based on the knowledge of brain science. In the past, the biggest drawback to conventional cognitive training was that it was not possible for users to know whether a specific content or training method increased their brain activity as it lacked the ability to give users real-time visual feedback. Now, with NeU's technology, visualizing brain activity in real-time is possible and users can finally control and increase their own brain activity at their own will and select the content that meets their personal needs better.

We believe that providing optimal personalized solutions will lead to a more efficient and effective cognitive function training and more personalized training will lead to self-training, ultimately resulting in higher brain activity.



As a result of the preliminary study shown in the graph below, it was verified that 10 out of 12 users' MMSE scores improved. In addition, the statistical analysis confirmed a high significance of $P(T \leq t) 0.0092$.



The contents are developed under the supervision of Dr. Ryuta KAWASHIMA, CTO of NeU Corporation and Director of the Institute of Development, Aging and Cancer (IDAC), Tohoku University.

“I am truly delighted to see such positive results which strengthened my convictions that our neurofeedback-based cognitive training is an effective method to prevent dementia, bringing us another step closer in our efforts to attain a dementia-free society across the world. I would also like to express my deepest gratitude to Guardforce for their compassion about our concept and for their continuous effort and support.”

- Dr. Ryuta KAWASHIMA

NeU has been conducting similar studies in China as well as Japan, and through this particular Hong Kong trial that showed similar results, we are more confident about the effectiveness of our neurofeedback-based cognitive training method. NeU will continue to cooperate with Guardforce to expand this solution throughout Hong Kong as well as taking further steps to expand into other countries worldwide for a dementia-free society.

< NeU Corporation >

Company Name: NeU Corporation

Established in AUG 2017, as a joint venture of Tohoku University and Hitachi High-tech

Address: 2-2 Kanda-Tsukasamachi Chiyoda-ku Tokyo, Japan

Representative: CEO Kiyoshi HASEGAWA

Capital: 100 Million Japanese Yen

Business Content: Hardware supply and neuro-science based cognitive training services, neuro-marketing services, etc.

URL: www.neu-brains.site