

# BrainBeat

## USER GUIDE





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## Introducing BrainBeat To Your Family

### INITIAL INTRODUCTION

If your child is a younger BrainBeat user (ages 6-8), he or she may view BrainBeat as more of a game than a training program. Children this age tend to be motivated by the novelty of Nigel, the coach, the "new world" introduced in each session, and the challenge of ascending levels.

If your child is a bit older (8 or 9-12), consider introducing BrainBeat as a training program to help improve focus and concentration. Ask him (or her) to think about areas where he hopes to do better and use this conversation to discuss the importance of using BrainBeat.

Here are some ideas on how to get your child excited and motivated to use BrainBeat.

1. **BrainBeat will help your child do better in just about anything.** Focus helps not just with school work, but in learning music, playing sports, and even staying on top of household tasks. BrainBeat can help your child reach their full potential in just about anything that matters to him or her.
2. **Practice is key. Stick with it!** BrainBeat is so effective because it demands total engagement from users, requiring them to stay on the beat every second for minutes on end. This can be a bit taxing at first for new users -- kids and adults alike. Light frustration is not uncommon in the early days, so some kids may require a bit of encouragement to keep at it.

## GETTING STARTED

- We recommend you first take BrainBeat out of the box as a family, with at least one parent involved. If other siblings may train on BrainBeat at some point, you ideally want to include them.
- The Getting Started booklet, enclosed in your BrainBeat package, will walk you through installing BrainBeat on your PC or Mac in a matter of minutes.
- Once you are set up, we recommend you unplug the earphones initially. This will enable you and your child to listen to the introduction together, something we learned was important from early customer feedback. (Please note: this slightly contradicts the booklet's instruction, but you will plug the headphones back in for actual training. The next version of BrainBeat will make this update. Thank you for your understanding).
- Click on the "How to Play" button, which will give you a quick overview of the BrainBeat program. The video runs less than two minutes.
- Next, click on the "Demo" button. This allows the family to try their hand at BrainBeat in two sample "worlds," Splat-O-Mat and Balloon Pop.
- We have found that letting everyone in the family "demo" BrainBeat upfront helps parents and siblings better understand and support the BrainBeat user in his or her training. Parents are often surprised that BrainBeat is initially demanding, even for adults.
- The BrainBeat core training program consists of 14 individual training sessions (or days), each taking 20 minutes (except Session One, which runs 30 minutes as a tutorial session).
- We recommend your child begins training at a time when they (and you, in support) can complete the first two sessions on consecutive days.
- The goal for completing the BrainBeat training program is 4-6 weeks, so we recommend a user complete 2-3 sessions per week. After the first day of training, completing a session every other day is an achievable goal.
- "Can my child complete the training faster?" Sure. There's no such thing as finishing BrainBeat training too fast. As with most kinds of training, improvement comes down to the total number of repetitions of exercise.



# What Happens During The Training?

## Sessions Outline



**Learning**



**Mastery**



**Lock-In**

### Sessions 1-3 - LEARNING

- These are learning days. Lots of instruction and feedback (literally) is being thrown at your child. Motivation is usually highest during these days, which is important, as many users are working hard to achieve competency and some mild frustration is not unusual.
- Nigel, the BrainBeat coach, works extra hard these early days. Some older kids have found him a little too chatty at times, but he is offering important feedback on training. (e.g., "You were a little ahead of the beat that time. Try to slow it down a bit next time.")
- Nigel introduces the graphically richer training environments ("worlds," in BrainBeat terms) in Session 3.

### Sessions 4-10 - MASTERY

- During this period, performance really begins to improve. Personal bests in lowest Millibeat score or highest In-A-Rows can occur almost every session. Your child will seek to advance levels as the gaming aspects really begin to kick in.
- As your child advances levels and improves, BrainBeat gets more difficult. Successful video games keep players in a sweet spot between competency and mastery, ensuring continued engagement. This was our vision in developing BrainBeat, and why we engaged with world class video game developers – a team who were excited to bring their talents to a learning program with the potential to actually help kids developmentally, not just have fun.
- Nigel begins to throw in some random interrupting noises with little warning, all with the goal of your child building the ability to block out external distractions.
- Cognitively, a lot is happening during this period as well. Individual exercises are increasing from 1 minute to 2-3 minutes, which is helping your child build greater ability to maintain concentration for longer periods. Twenty minute sessions that were somewhat difficult to complete in the initial days of training are now flying by.



## Sessions 11-14 – LOCKING IN THE BENEFITS

- Our science team calls these final sessions the “lock-in” phase of training; by now, your child has completed several hours of BrainBeat training. During this time, he or she has worked hard to achieve new levels and new best scores. In doing so, they have been systematically strengthening the all-important brain capacities of timing and rhythm, as well as attention and focus. The final phase is about hard wiring these gains so your child continues to benefit over time.
- Personal best scores still happen, but begin to slow a bit.
- The individual exercises are longer, stretching to 3-4 minutes at times (sessions are still 20 minutes, however). These longer uninterrupted durations of training really enable your child to encode this improved ability to focus. This creates a “habit” – so that focusing is something your child does more naturally without thinking about it.

**My children understand things easier and faster.  
They are able to start tasks quicker and stay on task better.**

**– Jennifer T., mother of Spencer, age 7 and Brayden, age 9**

**Getting Parker to brush his teeth was a struggle.  
It's no longer an issue with BrainBeat.**

**– Jenny J., mother of Parker, age 6**



# THE 14 WORLDS YOUR CHILD WILL CONQUER

BrainBeat was created to motivate your child to conquer 14 unique game worlds, each with its own theme. As your child progresses through the program he will have a chance to fine tune his focus skills by advancing through each new world.

Here are the 14 BrainBeat worlds:



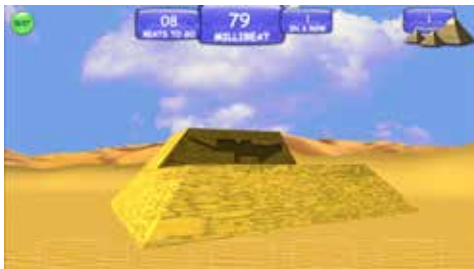
World 1: Balloon Pop



World 2: Splat-O-Mat



World 3: Robo-Dog Factory



World 4: Valley of the Pyramids



World 5: Swamp Feast



World 6: Jelly Fish Invasion



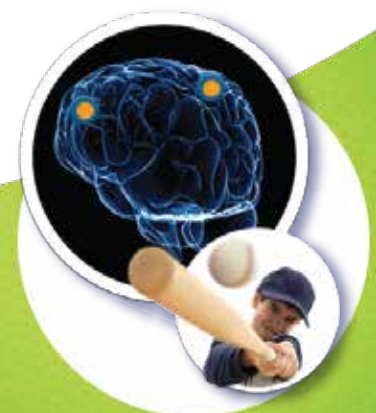
World 7: T-Rex on the Loose



World 8: Bulls Eye



World 9: Rocket Blast-Off

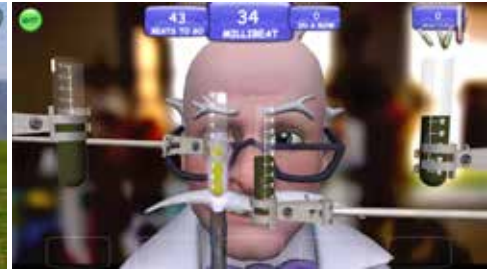




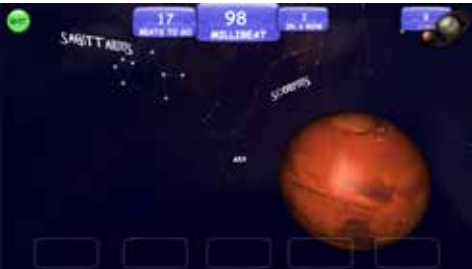
World 10: Construction  
Deconstruction



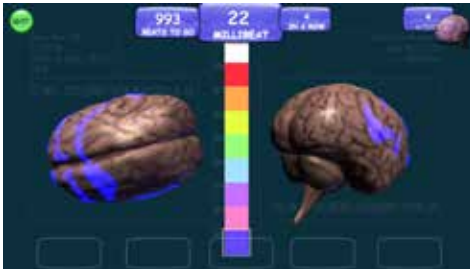
World 11: Garden of Hidden  
Monkey Statues



World 12: Mad Scientist



World 13: Constellation Station



World 14: Cranium Mania

## HOW DO I KNOW MY CHILD IS IMPROVING?

In addition to conquering new worlds, your child will ascend different “levels” as he improves his millisecond score, and will unlock “badges” along the way as he improves.

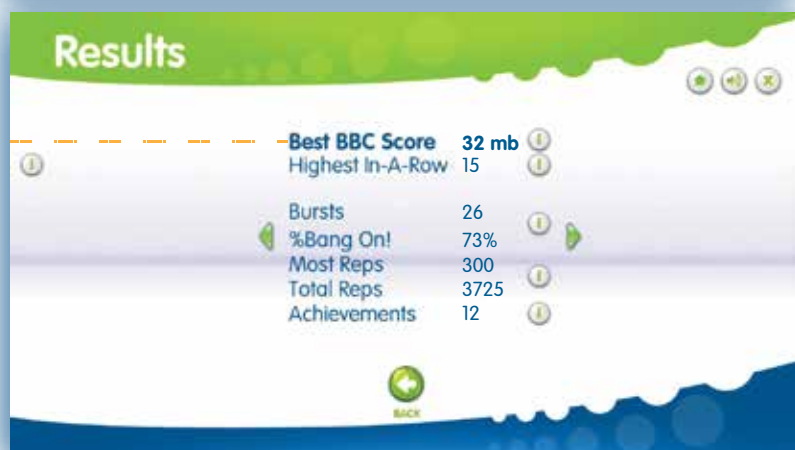
Below is a chart showing millisecond scores and different levels he may achieve. Most children start at the Beginner level and will finish the game at the Platinum level. Some may achieve Rhythm Master, but this level is very advanced. Rhythm Master is typically achieved by professional athletes and musicians (and by no means do all of them attain this level), so if your child doesn’t make it all the way to Rhythm Master, it’s nothing to be disappointed about!



**Before BrainBeat homework was a challenge. Now he can just sit down and get it done.**

– Kim O., mother of Trevor, age 8

To see how your child is progressing, click on the “RESULTS” icon within the Main Menu. There, click the “Best BBC Score” and then the “SCORES” icon. You will see your child’s improvement based on the number of sessions he has completed.



## WHAT CHANGES OR IMPROVEMENTS WILL YOU NOTICE?

- What you may see:
  - Parents of kids going through the BrainBeat program have reported seeing improvements in follow through on everyday tasks like making the bed, brushing teeth and completing homework unprompted (or at least with far less prompting than before).
  - Many parents also note gains in more intangible but vital areas such as self-confidence, self-esteem and the ability to more richly engage with others.
- What your child may notice:
  - Many kids warm up to the idea that BrainBeat is exercising their brain and building the important skill of focus. Because training is self-directed, many kids feel empowered by the experience.
  - One 10 year old boy told his mom he didn't need school anymore after completing BrainBeat training and regularly finishing homework before his twin brother, which had never happened before.
  - Because every child advances considerably on the BrainBeat metrics like millibeat score and difficulty levels throughout the training, BrainBeat offers every child ample opportunity to feel proud of material achievements within the program.
- What others may observe:
  - Pay attention to comments from other adults in your child's life (teachers, coaches, etc.). While your own observations of changes in your child's behavior and performance are important, teachers and coaches often offer the best credibility for BrainBeat's impact because they usually won't know your child has taken on a new enrichment activity.
  - Often this takes place with a variation on the following anecdote. A teacher, coach, or tutor will ask a BrainBeat parent what, if anything, has changed with the child. The son or daughter has been more engaged in class, practice, etc., or more confident, and the teacher or coach wanted the parent(s) to share in that excitement.

**I was worried about David keeping up – now he has more self-confidence, can follow directions and loves to read. BrainBeat changed our lives.**

**– Diane S., mother of David, age 6**



# WHAT HAPPENS AFTER THE 14 WORLDS ARE CONQUERED?



- First, congratulations to you all, but particularly your son(s) or daughter(s). Completing the BrainBeat training requires work and perseverance, as any worthwhile training program does.
- As with physical training, some maintenance over time is needed to maintain all that development.
- Because the brain is a bit different than other physical muscles, much of the gained benefit is now permanent, even after a month of training.
- We have learned that our best successes have happened when BrainBeat “graduates” engage in the simple but effective BrainBeat Maintenance Program. This consists of:
  - 10-15 minutes of BrainBeat training per week.
  - Kids should choose whether they want to do this in 5, 10 or a single 15 minute increment.
  - Many BrainBeat graduates use this training just before a big test at school, or an important game or recital.
  - Other families have found that doing a little BrainBeat brush up before homework (5 minutes, e.g.) actually makes homework go faster.

## FREQUENTLY ASKED QUESTIONS

### **How does BrainBeat work?**

The “magic” is in the repeat effect of clapping to the beat. ‘Mastering the beat’ engages the decision-making (also known as the executive) area of the brain at the same time that rich gameplay engages the area handling visuals and sounds. Doing this repetitively syncs the brain [strengthening neural pathways, and creating new ones], helping kids concentrate longer and absorb information easier. Like riding a bike, the more kids do it, the better they get; and once they learn, they don’t forget.

### **Who is BrainBeat for?**

BrainBeat is designed for children ages 6-12 who could benefit from better focus and concentration to help reach their potential. Though the graphics and game themes are geared towards children, BrainBeat can help adults in the same capacity.

### **How often do kids need to use BrainBeat to see results?**

BrainBeat Conquer is comprised of 14 sessions or “worlds,” each of which takes 20 minutes to complete. We recommend that kids complete 2-3 sessions per week (ideally 3) until the 14 worlds are completed. Once all sessions are complete, we recommend your child uses BrainBeat to “maintenance train.”

### **If a child uses BrainBeat Conquer more than the 14 sessions will they see additional improvement?**

Like any form of exercise, more is better (i.e., the more kids practice, the better their focus becomes; and, once they learn, they don’t forget.) Our research has shown, however, that when a kid completes the 14 session training following the recommended protocol of a minimum of 2-3 sessions per week there is a lasting effect to the training.

### **Should my child complete the 14 sessions on consecutive days?**

We don’t feel it’s necessary to getting maximum benefit from BrainBeat, and such a pace may run the risk of burning your child out.

### **How long is a “maintenance training” session?**

Once all 14 sessions are complete, your child can use BrainBeat to “maintenance-train” for important moments like a big test, or non-classroom events like an important game or recital. Many kids use the program to ‘tune up’ their focus by going into free play mode and training for 5-10 minutes just a couple times a week. Some families use BrainBeat just before homework time and find their kids dial into completing their assignments faster when doing so.

### **What happens in the brain when kids use BrainBeat?**

BrainBeat improves neurological timing and rhythm through real-time, millisecond feedback by targeting two areas of the brain: the ‘prefrontal or executive’ area (which controls attention) and the parietal lobe (which controls timing, sight, sound and motion). By training the brain to focus solely on a target tone in frequent, intense timeframes, BrainBeat helps these two areas communicate more efficiently. With practice, they become synchronized and the brain learns to focus on demand.

### **What are the benefits of BrainBeat?**

Kids have a lot to process while trying to pay attention, and while everyone can benefit from better focus, some need it more than others.

For kids who might not be demonstrating their ‘best’ often enough in home and at school, BrainBeat training is an approach that delivers tangible results. Through better focus and timing, it has been proven to enhance academic, social and behavioral skills such as problem-solving, concentration, multi-tasking and more. It ultimately helps kids take on new challenges, achieve things that were difficult before and build confidence.

### **Is BrainBeat hard?**

BrainBeat is easy to learn, but challenging to master. It's normal for kids to get a little frustrated at first. Focus takes practice, so staying positive is key. Encourage them to keep at it. Reward them for effort and consistency, and celebrate small victories. Many parents have noticed positive changes in their child's attention skills and self-esteem as early as a few sessions into training.

### **Is BrainBeat Conquer a game?**

BrainBeat Conquer is a cognitive trainer that is built on a gaming system with advanced technology, so kids will be engaged as they're challenged to conquer interactive worlds that stimulate the brain and arouse curiosity.

While it is slightly more sophisticated, much like a video or computer game, the program features animated visuals. Scoring, sounds and light cues provide instant, measurable feedback, and kids earn fun badges of encouragement as their scores improve.

### **Do kids need a parent's help to train with BrainBeat Conquer?**

Parents should be sure to watch the introduction video with their child prior to starting; however, BrainBeat training is self-directed, so parents only need provide minimal oversight while their child trains. In fact, kids are guided through the program, step-by-step, by an interactive tutor – a designated "beat coach" – named Nigel.

### **What is the ideal location to train with BrainBeat?**

Because training on BrainBeat requires dedicated concentration and constant engagement with feedback sounds, it's best to designate a quiet place for children to train that's relatively free of distractions (a TV, other siblings playing, etc.), if possible!

### **What differentiates BrainBeat from the other cognitive/brain training tools out there?**

People are increasingly concerned with losing their cognitive capability, as evidenced by the growing market in "brain fitness" programs that claim to work on attention, concentration and memory.

BrainBeat is fundamentally different from the other tools and training out there in that it also synchronizes movement and coordination of activities while engaging multiple senses, addressing both cognitive and physical abilities at once. And it does so in an incredibly precise manner, which takes kids' engagement to another level.

Additionally, unlike many brain training products, the technology behind BrainBeat has been scientifically researched and validated to improve many aspects of human cognitive performance in more than a dozen peer-reviewed studies over the years.

**If you have any questions please contact us at  
1-888-982-0288 or at [greatsupport@brainbeat.com](mailto:greatsupport@brainbeat.com)**

