



HAPPYneuron

Personal Cognitive Performance Report

for

HAPPYneuron Member

for time period

Thu 12th of Nov 2009 through Thu 03rd of Dec 2009

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Introduction

This report represents the personal cognitive performance report for [HAPPYneuron Member](#). The report outlines the recorded performance on a variety of cognitive exercises designed to train language, memory, attention, visual spatial skills and executive function.

This report should be used to reflect on your cognitive performance and your training activities. If you would like to see improvement, you may consider to enable workout reminders for a balanced brain workout at least 3 times a week. Scientific studies have shown a 16+% improvement in scores over a 12 week period of cross training at least 3 times a week for 30 minutes each time. To learn more about how the HAPPYneuron coach calculates your performance profile you can read more about it here <http://www.happy-neuron.com/brain-fitness-program/> and here <http://www.happy-neuron.com/tools/>

Disclaimer: This report is not a medical diagnosis of any cognitive condition of any kind. It should only be considered in context with overall health, level of cognitive participation in the program and many other unique factors. If you have any concerns about your cognitive performance, it is advised to visit your doctor for a holistic personalized assessment.

What is CPI?

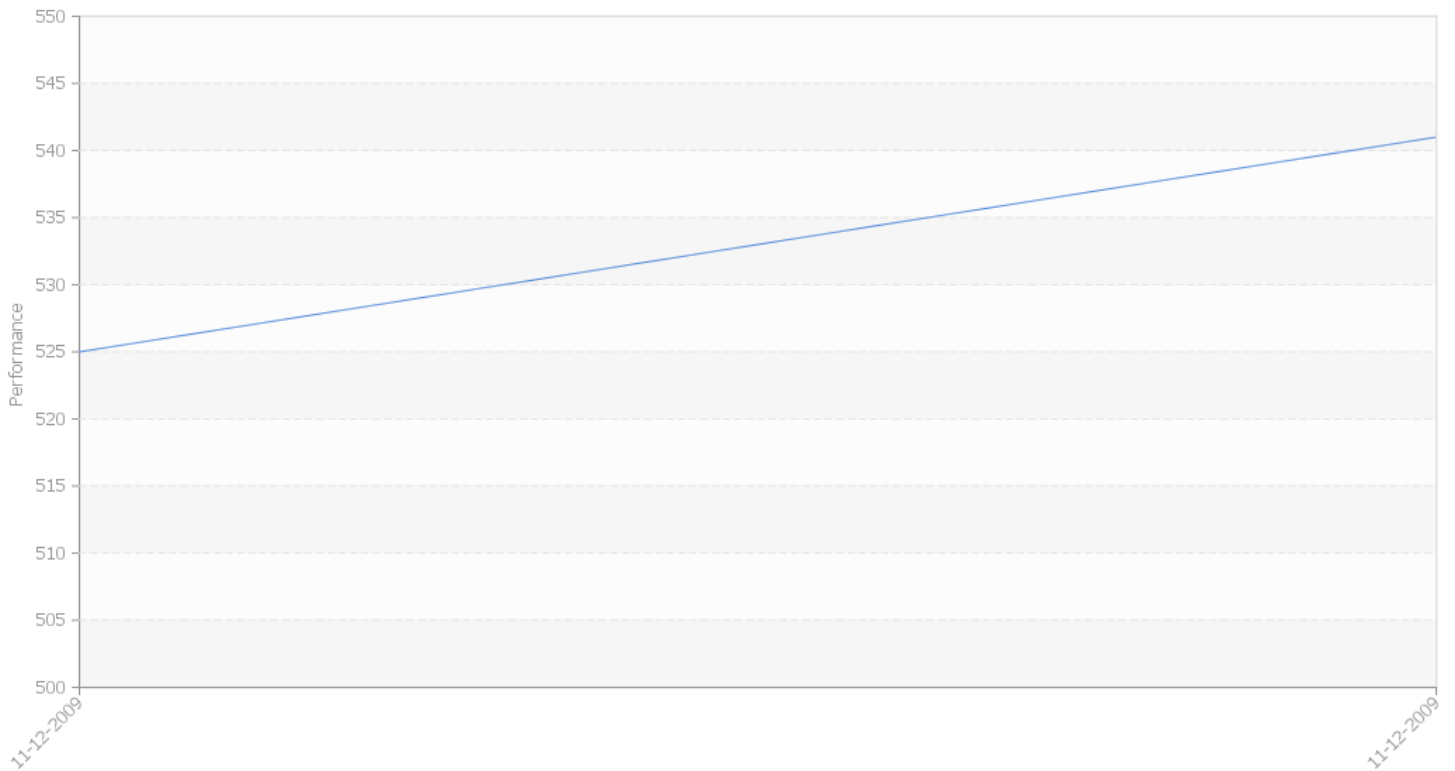
CPI
541

CPI represents your Cognitive Performance Index. This is the overall measurement of your cognitive performance in Language, Memory, Attention, Visual-Spatial and Executive Function sectors. Your CPI score is relative to your peers. That is, people of the same age, gender and education level as you. It is measured on a scale of 1 to 1,000. The mid-point of 500 is the average level of your peer group.

Overall performance

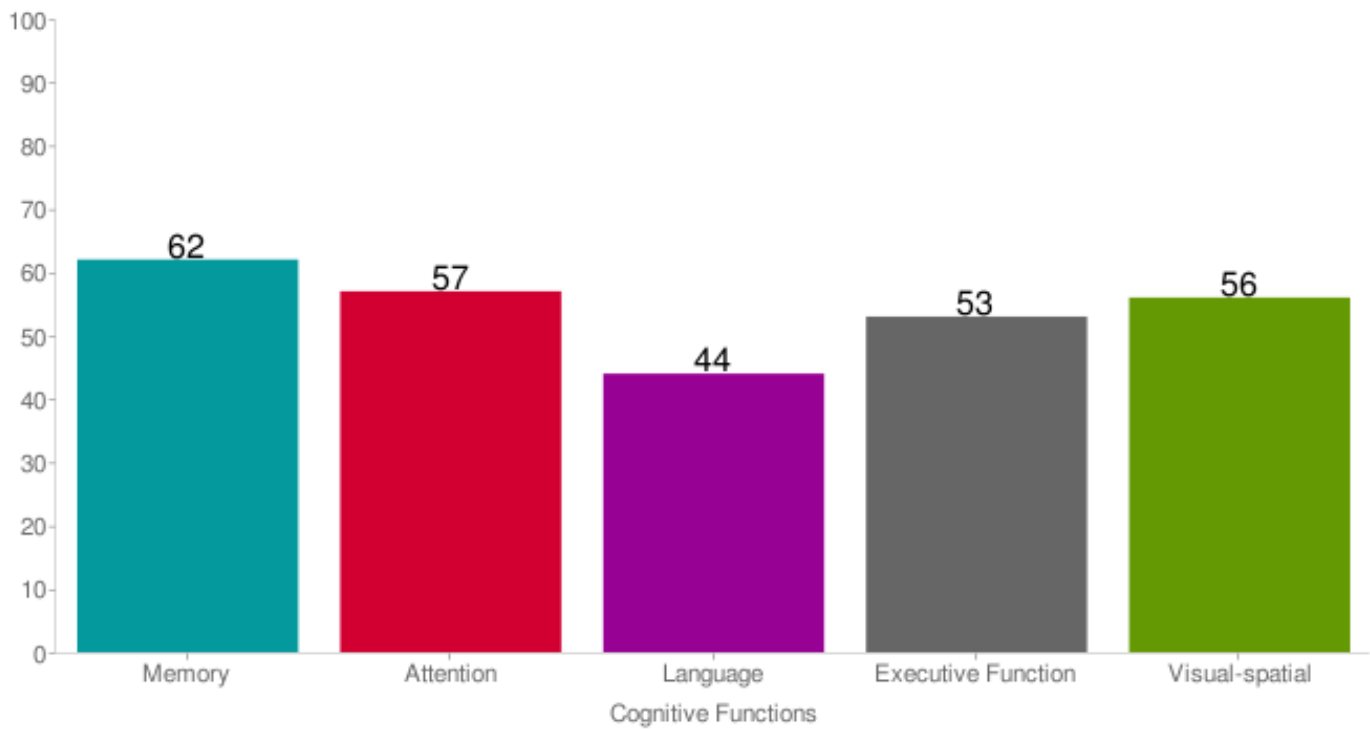
My Cognitive Progress

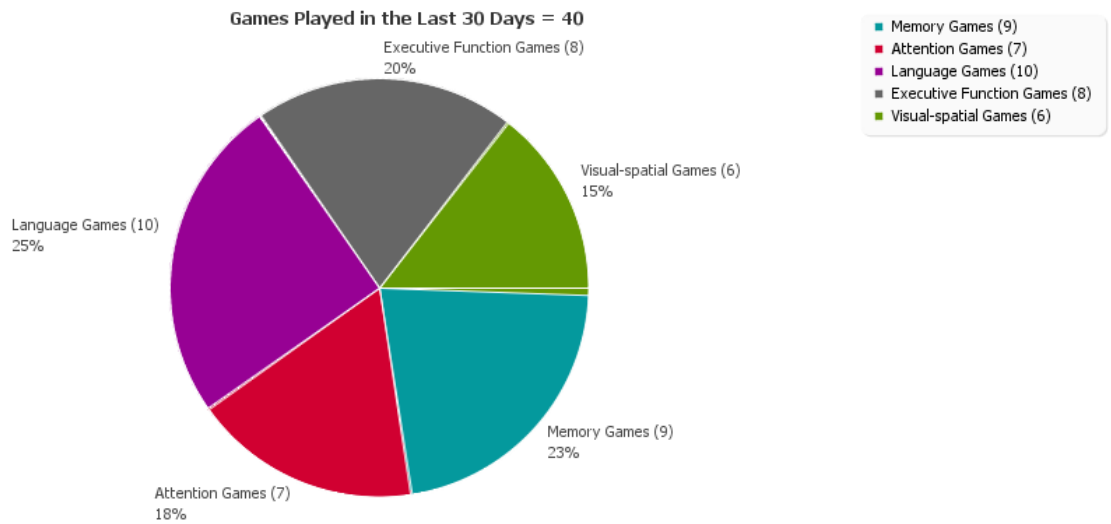
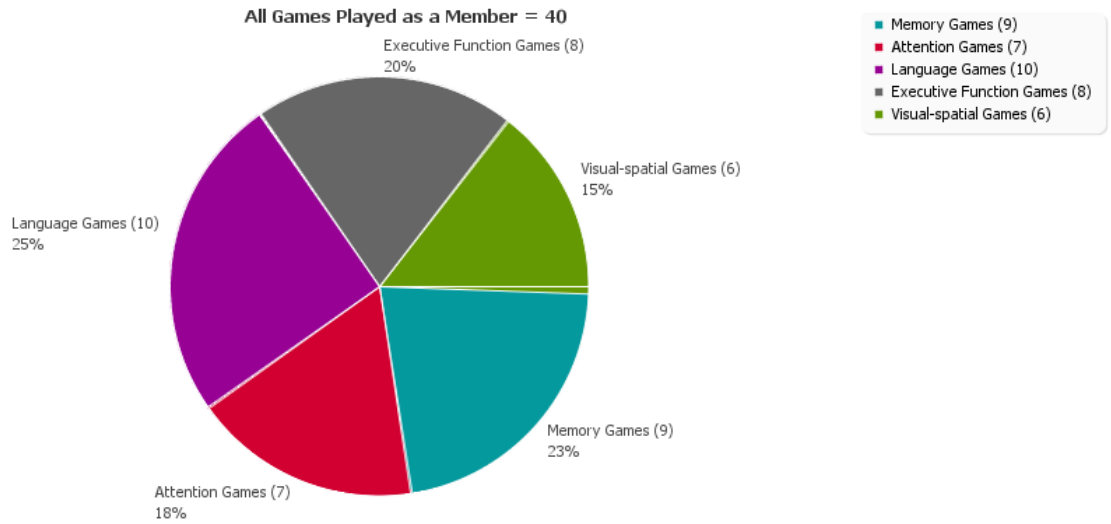
■ Cognitive Performance Index (CPI)



My Cognitive Performance

All scores are relative to the performance of your peers





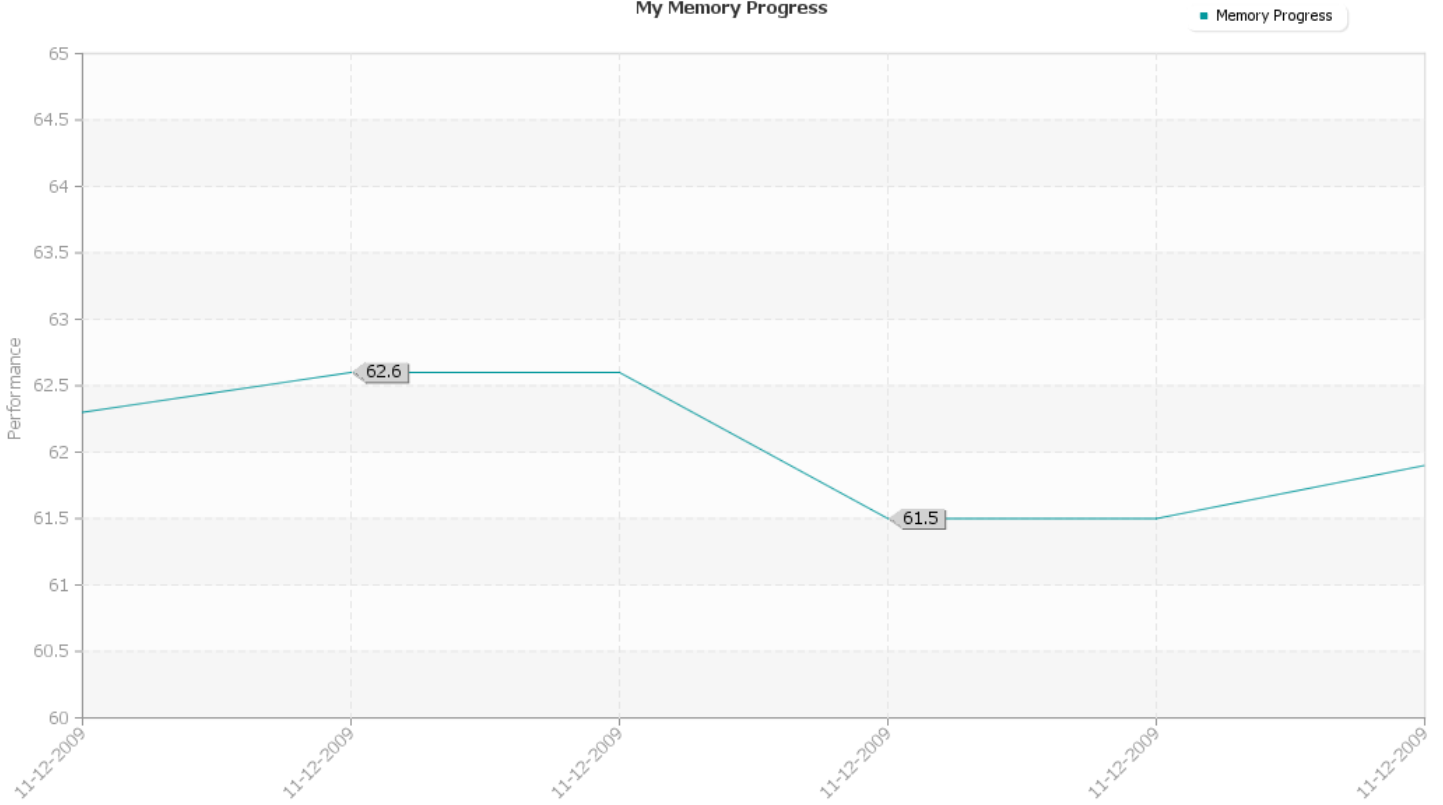
Overall CPI Performance Summary



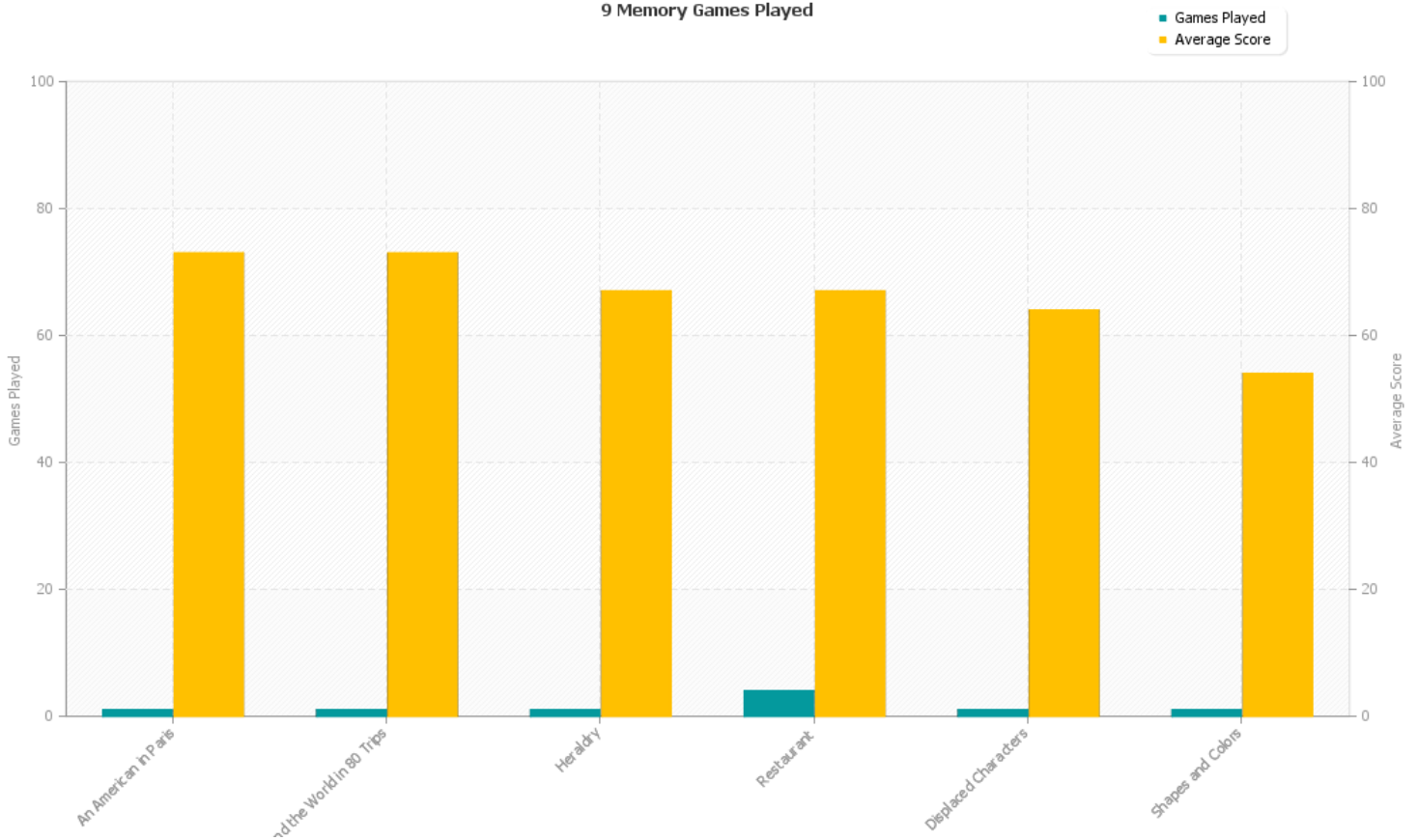
Your performance is good. You have generally understood the principles of each exercise which requires attention and concentration. Regular training will allow you to maintain efficient cognitive function and to even become a champion in various areas. The details of your scores give you important information about which areas you most need to work on.

Memory : 61.89

My Memory Progress



9 Memory Games Played



Game Name	Played	Average Score	High Score	Last Score	Progression
An American in Paris	1	73	73	73	+0%
Around the World in 80 Trips	1	73	73	73	+0%
Heraldry	1	67	67	67	+0%
Restaurant	4	67	71	66	+1%
Displaced Characters	1	64	64	64	+0%
Shapes and Colors	1	54	54	54	+0%

Memory summary: 61.89



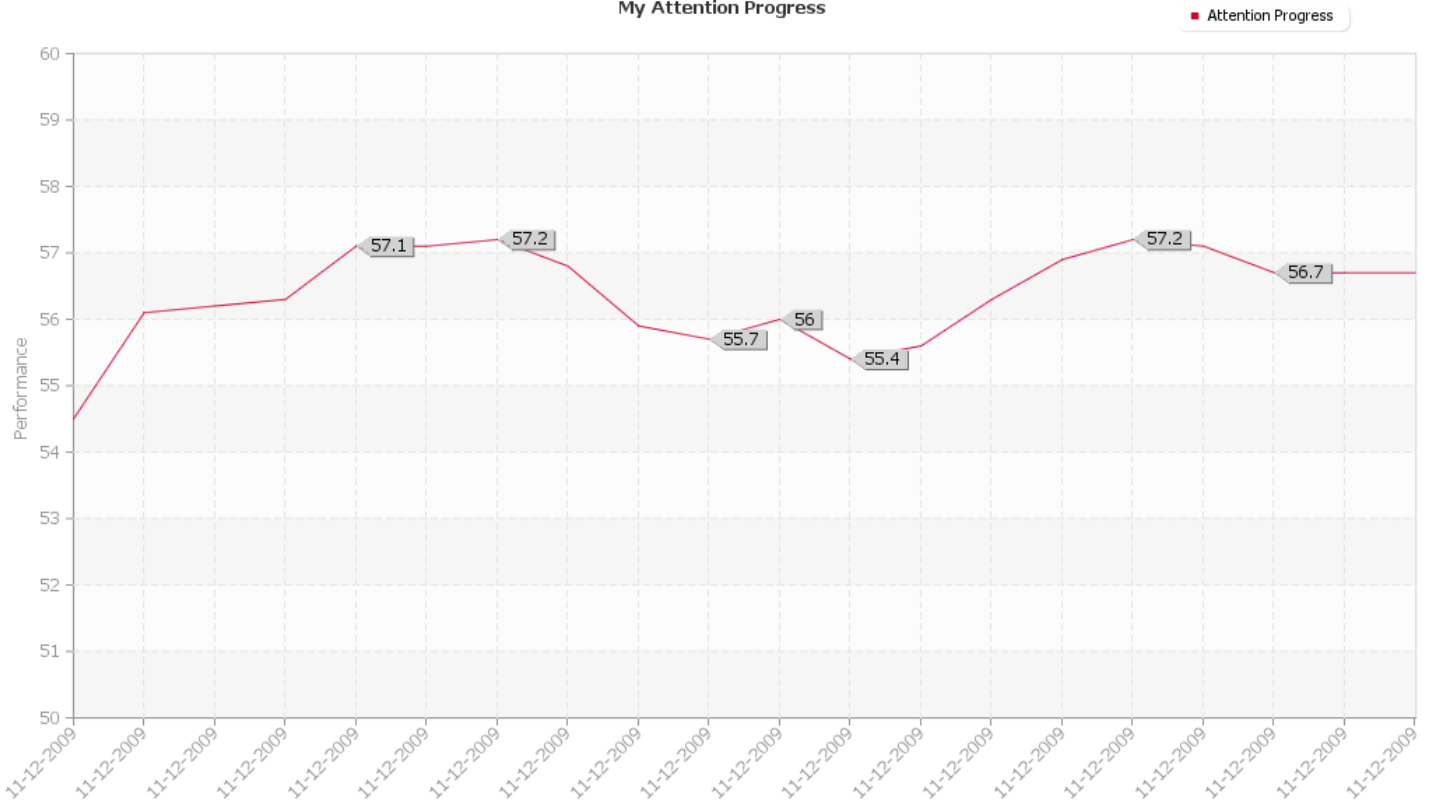
Well done! Your memory scores are above the average. You seem to regularly train your memory, perhaps here and elsewhere. This effort does pay off.

Visual memory : 57.82

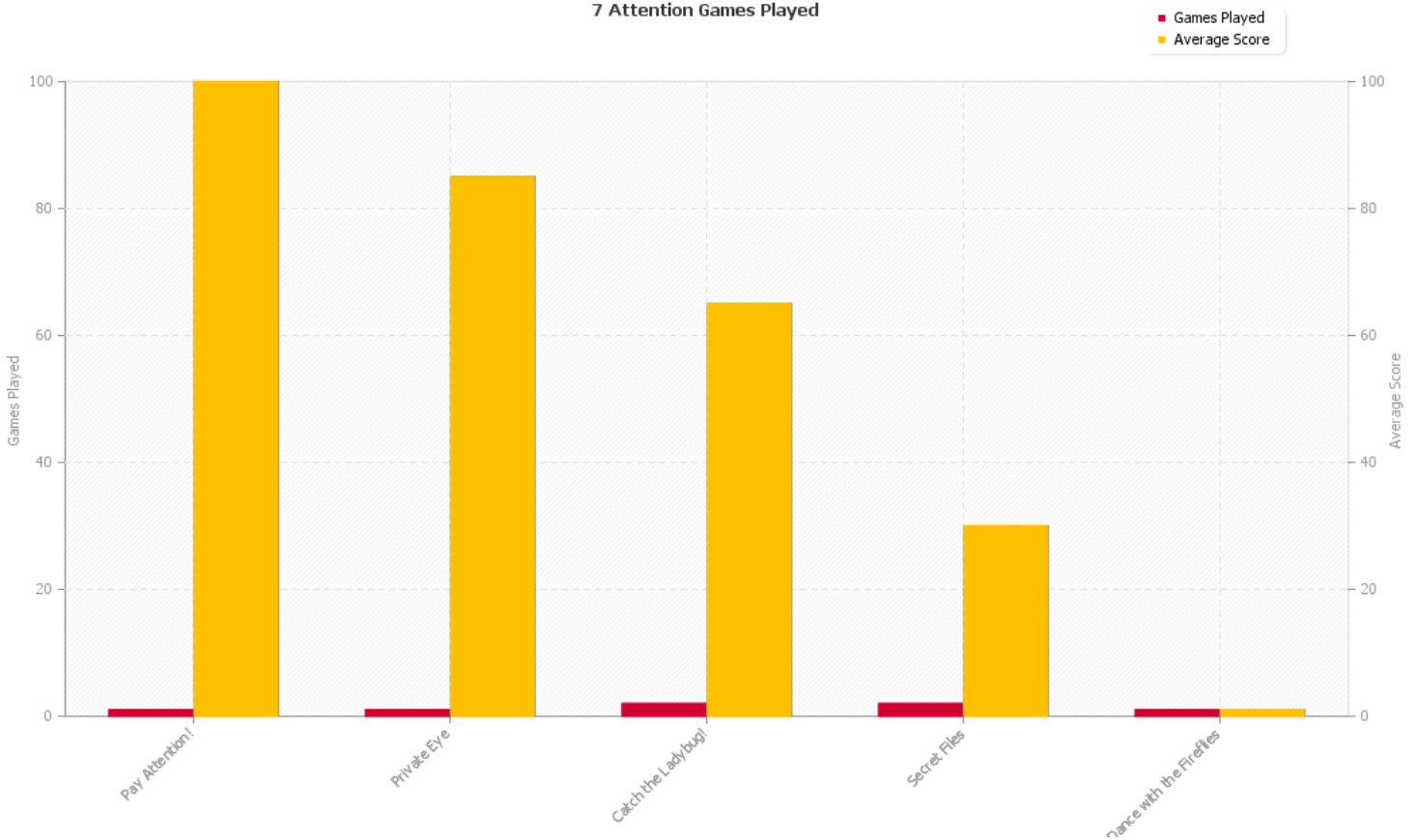
Your ability to memorize a series of visual information pieces is at an average level. Practice by looking at a picture for a few moments and then try to answer a few questions about the scene: the number of characters, their position, what they are doing, what they wear, the type of landscape, etc..

Attention : 56.75

My Attention Progress



7 Attention Games Played



Game Name	Played	Average Score	High Score	Last Score	Progression
Pay Attention!	1	100	100	100	+0%
Private Eye	1	85	85	85	+0%
Catch the Ladybug!	2	65	67	63	-4%
Secret Files	2	30	31	29	-2%
Dance with the Fireflies	1	1	1	1	+0%

Attention summary: 56.75



Your attention performance is as expected. You demonstrate that you can concentrate long enough to carry out a task. This is very important in daily life where attention is an ever-present necessity.

Visual attention : 49.93

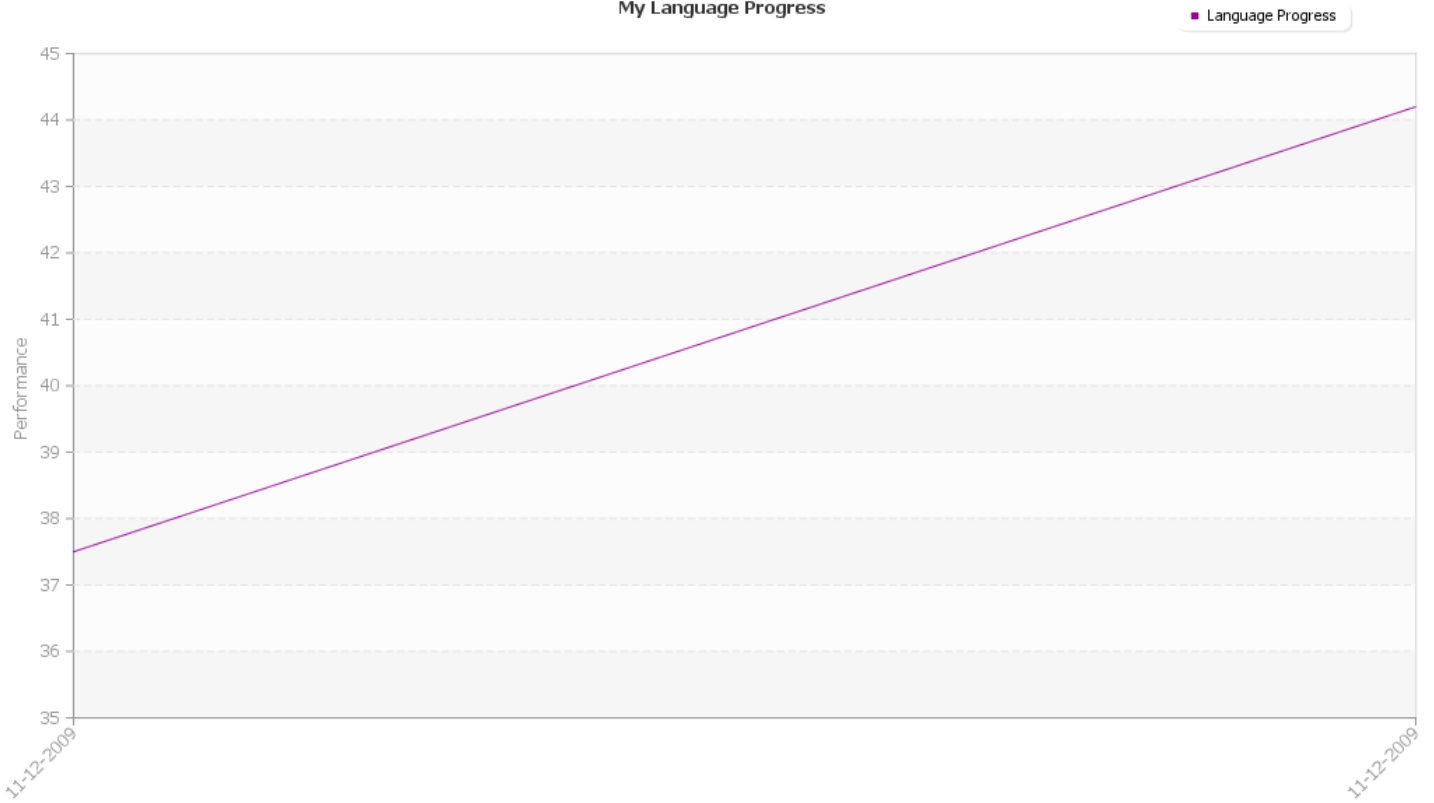
Your capacity for visual attention is average and can improve with practice. Keep focusing on all visual elements around you. Most obvious opportunity to do this is while driving where the price for inattentiveness can be very high.

Verbal attention : 60.25

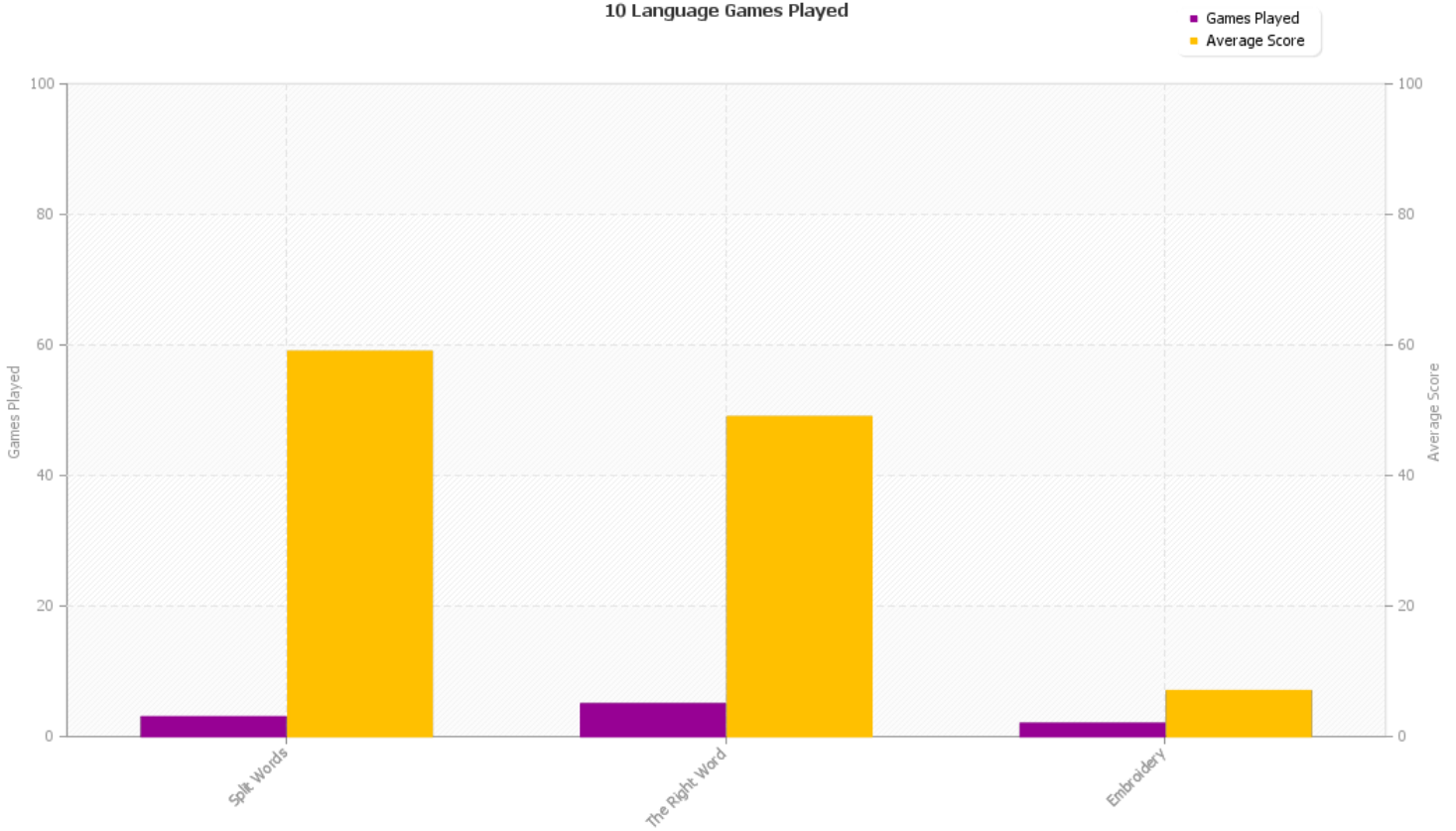
You achieved positive, above average, performance in verbal attention. Whether you deal with written or oral information, continue to be attentive to words for ongoing improvement!

Language : 44.19

My Language Progress



10 Language Games Played



Game Name	Played	Average Score	High Score	Last Score	Progression
Split Words	3	59	69	56	-14%
The Right Word	5	49	71	66	+52%
Embroidery	2	7	13	13	+12%

Language summary: 44.19



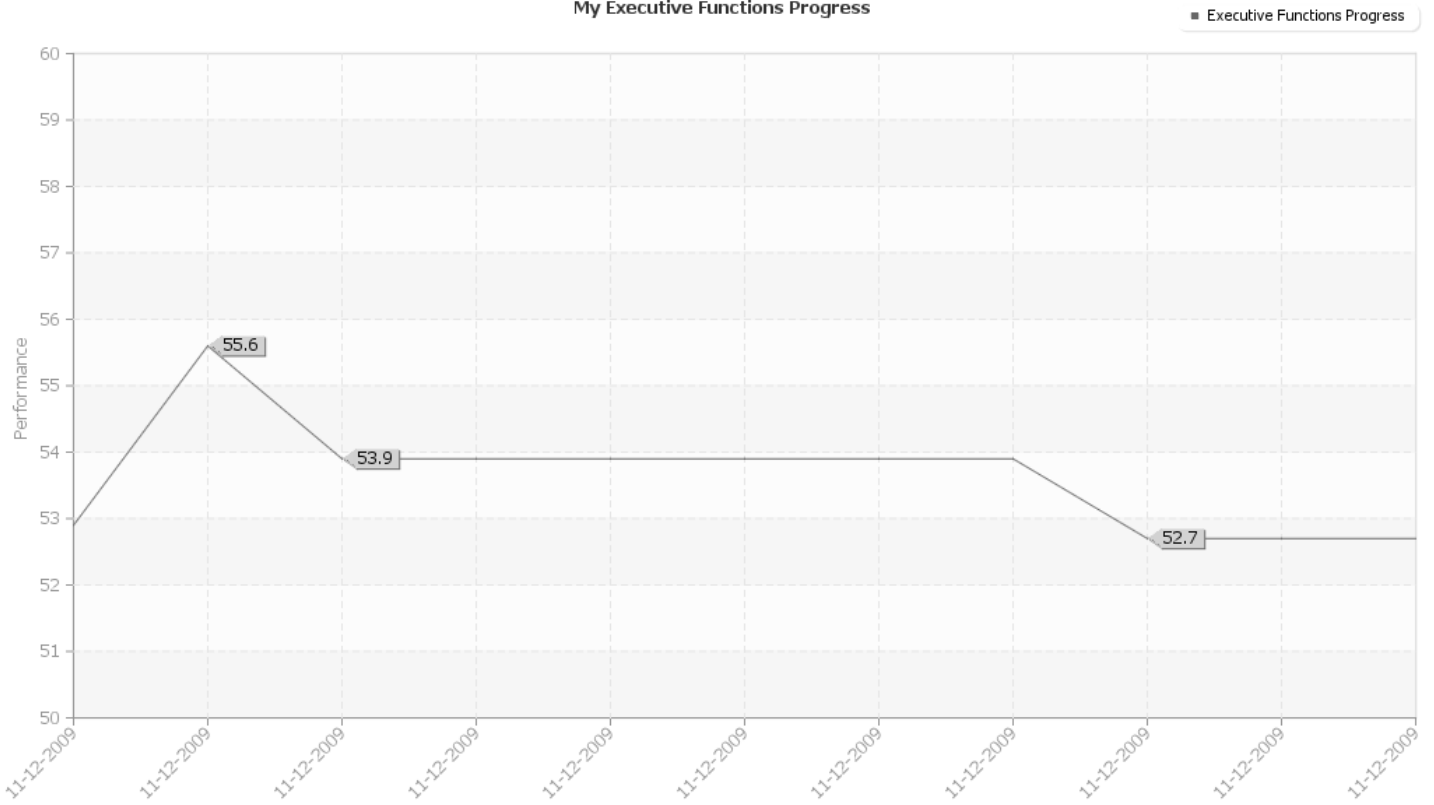
Your linguistic performance is fairly typical. Continued upkeep on your spelling, grammar, reading and comprehension skills will ensure that you improve and thrive in this area.

Spelling / Grammar : 42.19

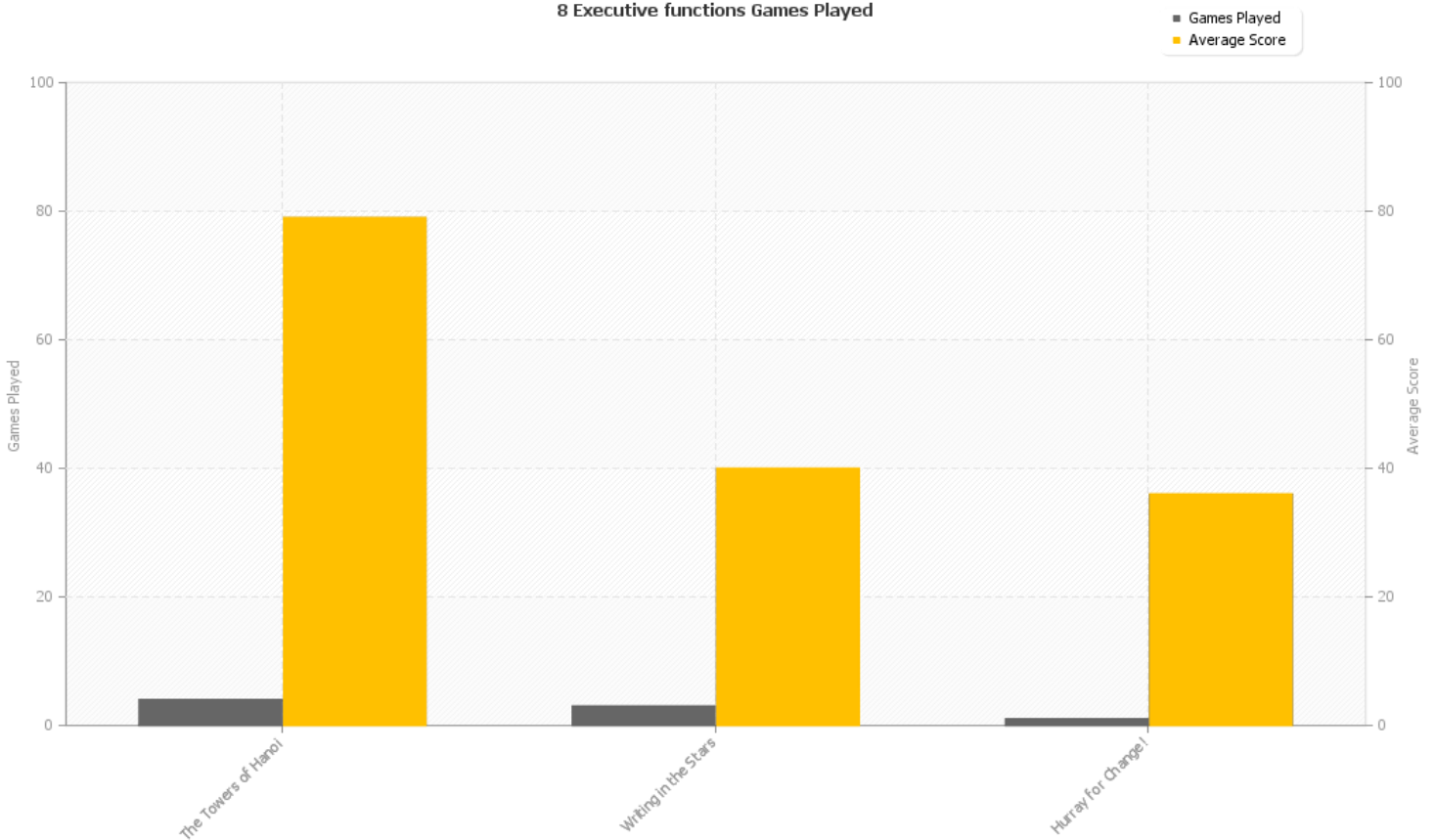
Your linguistic abilities are good. You have significant linguistic knowledge thanks to comprehension, spelling and grammar rules you have learned over the years. Be sure you maintain these abilities by using all linguistic aspects such as reading, and oral or written communication on a daily basis and you'll never lose track!

Executive functions : 52.71

My Executive Functions Progress



8 Executive functions Games Played



Game Name	Played	Average Score	High Score	Last Score	Progression
The Towers of Hanoi	4	79	84	81	-3%
Writing in the Stars	3	40	47	30	-16%
Hurray for Change!	1	36	36	36	+0%

Executive functions summary: 52.71



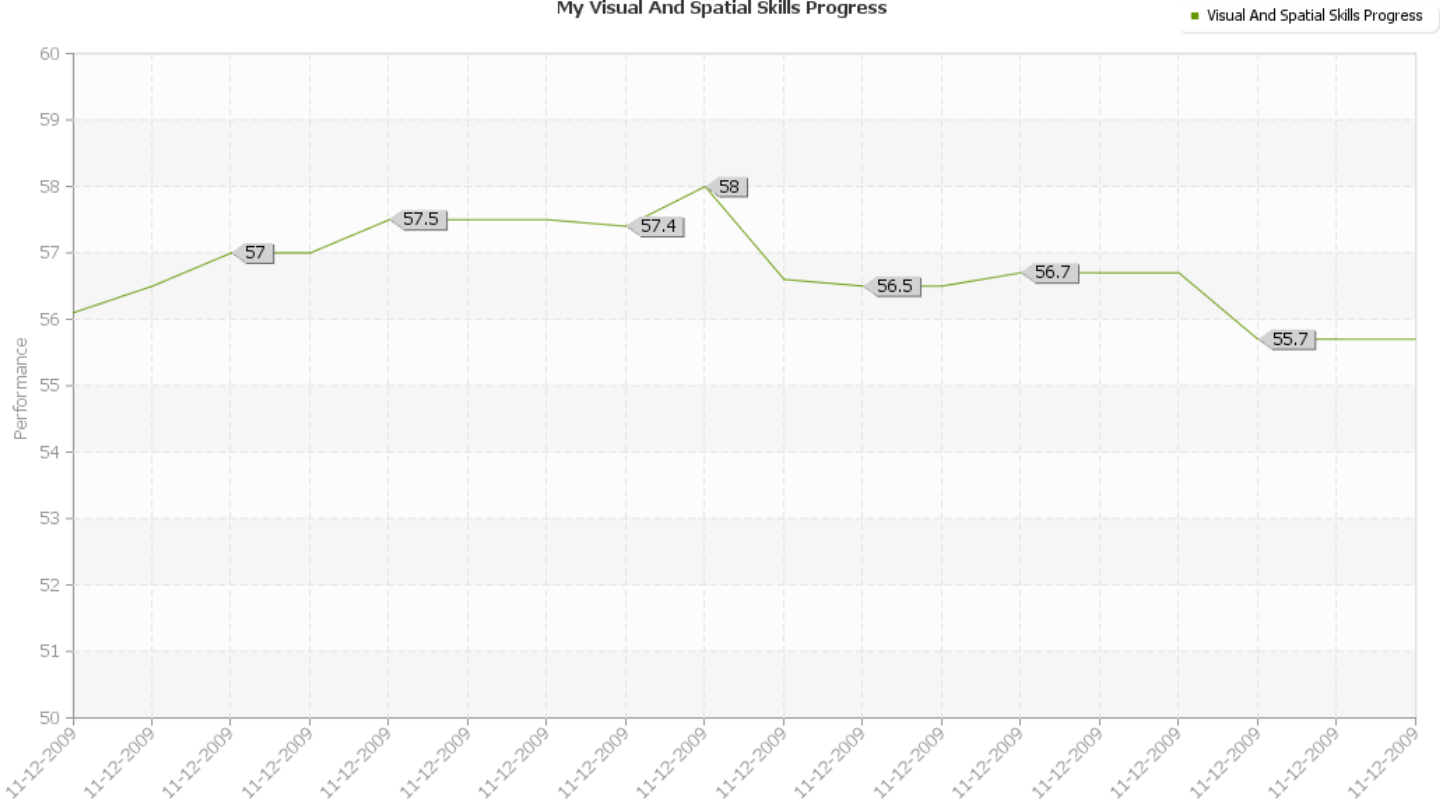
Your reasoning abilities are fairly typical. To continue training them, leave your calculator aside, and practice by trying all sorts of brain teasers.

Logical reasoning : 47.82

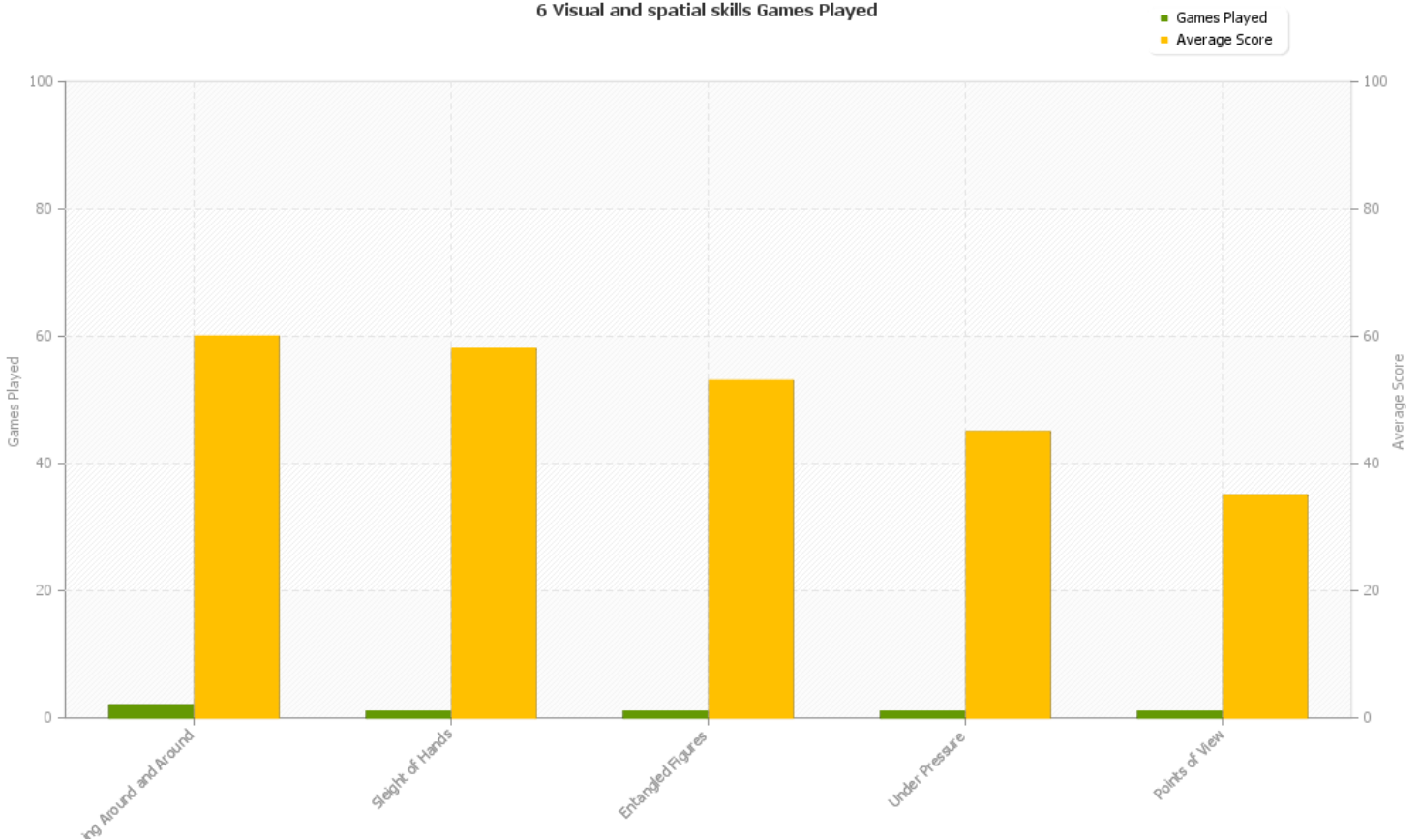
Your logical reasoning ability is good. You generally take time to thoroughly look into the problem and to consider all available data before starting to solve the it. Maintain your logic reasoning through practice. It is essential in everyday life.

Visual and spatial skills : 55.73

My Visual And Spatial Skills Progress



6 Visual and spatial skills Games Played



Game Name	Played	Average Score	High Score	Last Score	Progression
Turning Around and Around	2	60	60	60	+0%
Sleight of Hands	1	58	58	58	+0%
Entangled Figures	1	53	53	53	+0%
Under Pressure	1	45	45	45	+0%
Points of View	1	35	35	35	+0%

Visual and spatial skills summary: 55.73



Your visual-spatial skills are fairly typical. Maintain them by remaining attentive to elements, such as shapes, colors, locations, or dimensions around you. Good visual and spatial skills allow to find your way around and to easily carry out various mental tasks, such as virtual moves or mental rotations.

Visual analysis : 52.43

Your capacity for visual analysis is good. You are able to explore a visual scene and to recognize partially hidden or entangled shapes and objects. Keep it this way with continued practice.

About the HAPPYneuron Program

It is now commonly accepted that cognitive stimulation, as part of a healthy lifestyle, can help defer brain decline, dementia and Alzheimer's disease. How is HAPPYneuron different from other cognitive training products on the market?



HAPPYneuron's cognitive cross training program delivers the optimal in brain fitness solutions and is one-of-a-kind in the world of cognitive training. It is the only cognitive cross training program that measures cognitive performance against all the relevant variables of cognitive reserve. With the industry's largest, and continually growing, benchmarked results database, HAPPYneuron

offers individuals the most powerful and personalized peer comparisons available. This not only tells you how you are performing cognitively, but how you might be expected to perform when compared with your peers of the same age, gender and education level as you. And there's more ...

Specifically, the key elements of the HAPPYneuron advantage are the following:

- **Cross Functional Brain Stimulation:** HAPPYneuron delivers in-depth cross training and reporting in all 5 major cognitive functions of Language, Memory, Attention, Visual Spatial Skills and Executive Function. It is scientifically accepted that this approach is the best insurance against brain decline.



- **Scientifically Validated:** The program is developed by award winning, world renowned, neurologist Dr. Croisile, MD, PhD, & his team of neuro-psychologists and scientific advisors. The cognitive improvement of users of the programs have been validated in a number of studies, both in Europe and North America.

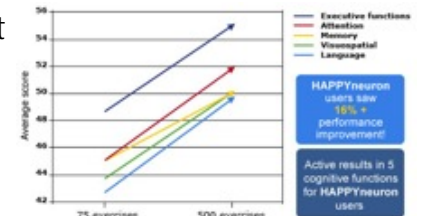


- **Variety:** For cognitive improvement, the brain demands significant variety. The HAPPYneuron program offers more of it than any other brain training program available through thousands of hours of unique game play delivered through 35 unique exercises with multiple challenge levels and data sets.



- **Meaningful Peer Comparisons:** With the largest comparative database in the industry (~30M data points as of June 2009), users can very accurately see how their cognitive performance measures up with others of the same age, gender and education level. These three variables are the most important to determine a person's expected cognitive reserve. Other programs may only compare against users of the same age. Such comparisons are insufficient and may be misleading.

- **Results:** An Average of 16% performance improvement across all cognitive functions

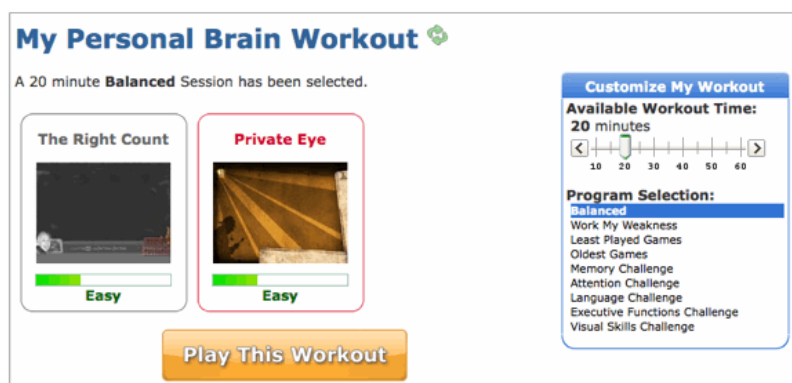


- **Highly Personalized Supervision:** Just like a personal trainer at the gym designs your workout to factor your physical strengths and weaknesses, so does the HAPPYneuron coach. The online virtual coach will:

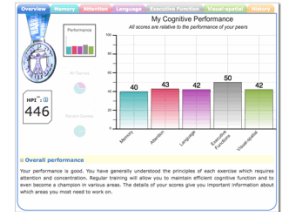
- o **Challenge:** Recommend exercises that are at the right level for your optimal stimulation and improvement. Exercises may be challenging but achievable.

- o **Adapt:** Automatically raises the bar with improvement, lowers the bar with decline and occasionally offers something different to keep users on their toes.

- o **Customize:** To ensure a balanced cross functional workout that factors your cognitive strengths and weaknesses in addition to past performance and exercise types completed.



- **Personalized Record of Accomplishment:** Users visually see how they are progressing via personalized feedback, charts and graphs that reflect their own cognitive strengths and challenges, what they've accomplished over time, and where they need to work harder.



- **Fun:** Encourages engagement and entertainment for optimal use. What's the point otherwise!
- **Easy to use:** No software to install, no headsets to configure, no complex charts to interpret, no training sessions to attend.
- **Affordable:** Through cost-effective online delivery, the savings are passed on to you.
- **Award Winning:** Received many brain fitness awards and industry recognition
- **Global:** Supported around the globe, most notably in USA, UK, Canada, Australia, France, Germany, Holland, Japan and Korea

Additional Information:

Please also refer to the [Product Information Sheet](#) for more details.

Refer to HAPPYneuron [Brain Fitness Program](#) and [Coach](#) for even more details