





Play Attention





The Foundation Of Play Attention;



To Strengthen Executive Function





What is the answer to all the problems and challenges your child faces every day? It is to teach the specific cognitive skills that strengthen and support executive function.

Executive function allows us to plan, prioritize, organize, avoid procrastination, and remain on task. People with attention difficulties often have less control over these skills. In other words, your child's brain may not be wired to fully utilize these functions. However, neuroplasticity tells us that we can improve these functions regardless of our current wiring and this is the foundation of Play Attention. We offer technology designed to strengthen executive functions and self-regulation.





The school is currently probably focused on teaching your child the academics. Your child is probably very bright. He/she knows HOW to do math and HOW to read. Is this true? But the school continues to report that he/she is struggling. Right? And you feel he/she is not reaching his/her potential? That is because it is not the academics that is the difficulty area –your child is bright! Your child is struggling because there are specific executive functions, he/she needs to strengthen in order to show what he/she knows and to reach their full potential.







So now you might ask; but what is executive function? Well, let's look at some examples of what executive function helps us control. Raise your hand if you would like to improve any of these areas in your child.



- * **Shift.** Shift is the ability to move freely from one situation to another and to think flexibly in order to respond appropriately to the situation. Do you find that transitions from one situation to another is difficult for your child?







Inhibition. Inhibition is the ability to think about consequences first and then to act. Do you ever find yourself saying to your child; “what were you thinking?” Or does your child ever get in trouble for something and then he/she does the exact same thing 15 minutes later? Well, this is caused by weak executive function. If your child has weak executive function, then he/she probably has difficulty thinking about consequences first and then acting. Is this true in your case?



* **Emotional Control.** This is the ability to consciously or non-consciously control emotion or mood. Does your child ever seem to overreact very emotionally to an incident that seems very small to you?







* **Initiation.** Initiation is the ability to begin a task or activity and to independently generate ideas, responses, or problem-solving strategies. Does your child tend to initiate projects on his/her own or does he/she need constant prompting or redirecting to start a task?



* **Working memory.** This is the capacity to hold information in mind for the purpose of completing a task. It demands you to take in information, manipulate this information in some way and then to give a response. This helps with comprehension, reasoning, and evaluating situations. Does your child have difficulty with mathematical word problems for example?





* **Planning/Organization.** This is the ability to manage current and future list-oriented tasks. It usually demands the breakdown of a task into small parts or to prioritize the work or organize materials, in order to get the assignment done in a timely manner. Does your child have difficulty when given a long-term assignment like a book report?



If we improve all these skills, we will end up with strong executive function which in return will improve self-regulation! Self-regulation is when the components of executive function come together to determine behavior. The goal in all the Play Attention activities is to improve Self-Regulation. How fantastic would it be if your child could self-regulate?







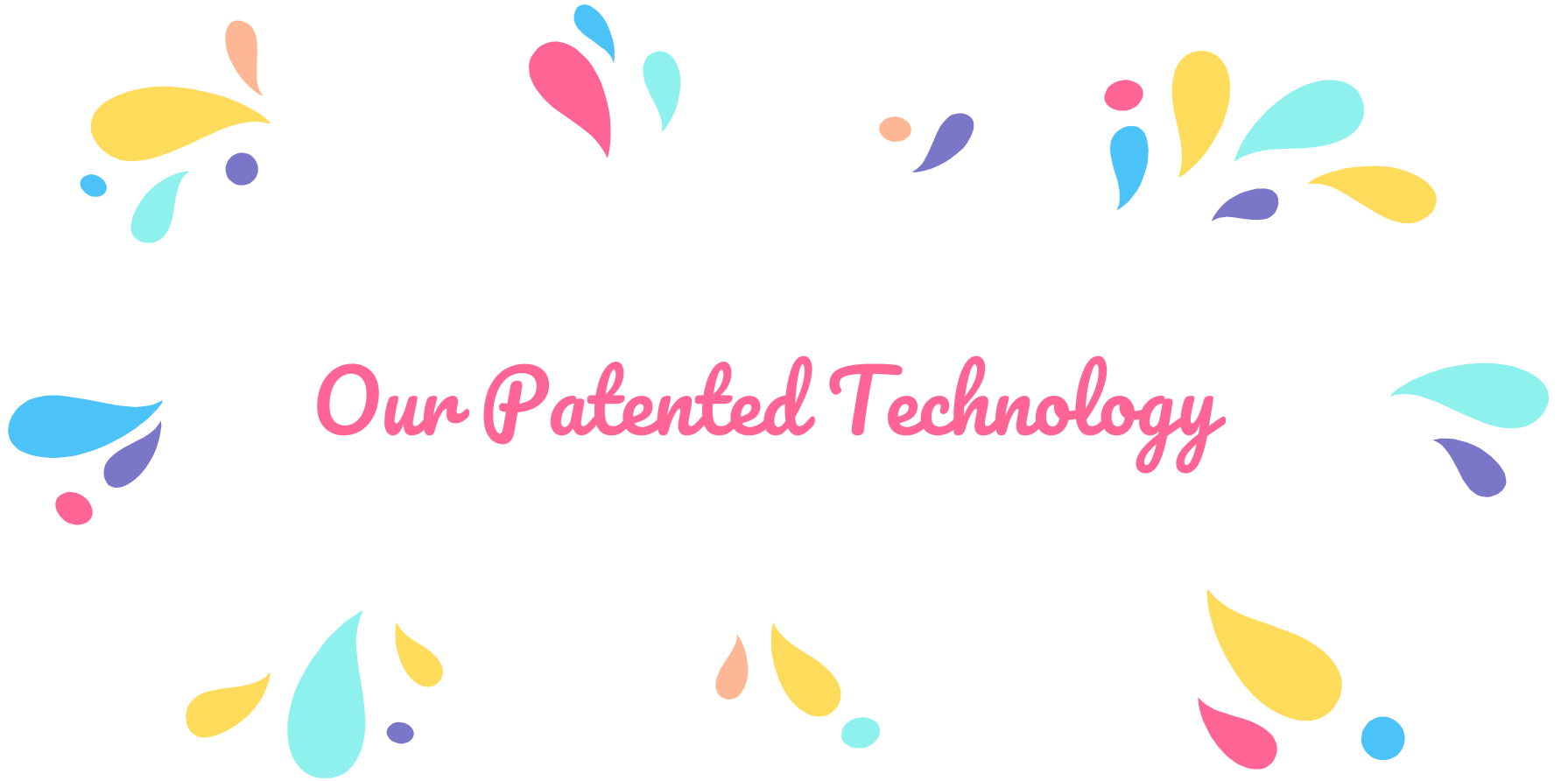
*How Do We Strengthen
Executive Function?*





Now we know that the answer is to strengthen executive function and we have gone over what executive function is, but how do we strengthen these skills with the Play Attention program? Well, through our technology, your child's customized, individualized plan, and our patented real-life transfer application.





Our Patented Technology



The BodyWave Armband



The Play Attention BodyWave Armband will provide your child with constant and immediate feedback regarding his/her attentive state. There are 3 sensors on the back of BodyWave armband. These sensors pick up brain signals indicative of attention. When you are in a state of hyper-focus, the armband picks up the signals and tells the computer, via Bluetooth, that you are fully focused. Once you are fully focused, the screen character will either start moving or move in the right direction



Real-Time Feedback



When your child places the armband on his/her arm/leg, we are immediately able to monitor his/her brain activity that tells us how attentive he/she is. This is what will allow your child to control the movement of the screen characters just with his/her attention alone. Your child will receive constant and immediate feedback as to whether he/she is truly paying attention. This is the first time that he/she will see their attention in real time.





Real-Time Feedback



This is very important to developing skills of attention because right now attention is most likely very abstract. You can say, “Pay attention,” and your child says, “I am Mommy!” and he/she may really think that they are paying attention, but the reality is that they just haven’t developed the skills of what it takes for them to stay attentive to low stimuli and/or mundane situations and tasks.



Sheer Genius



Sheer Genius is artificial intelligence written into the Play Attention program – it's the brains behind it all; the algorithm. During each game your child plays, Sheer Genius™ sits in the background and watches how well he/she plays. Then he sets and prioritizes achievable goals for the next session to increase his/her performance every step of the way. Once your child has mastered the Beginner level, Sheer Genius™ tells your child when to advance to Intermediate, and finally to Advanced.



Sheer Genius



The Sheer Genius™ virtual coach can help identify problem behaviors. Sheer Genius™ can then set behavioral goals to extinguish problem behaviors. This is done using a remarkable, non-punitive behavioral shaping system that empowers your child to take control of their life. No punishment, no yelling, no tears.





Sheer Genius



Sheer Genius™ also watches how much attention your child can pay. He'll challenge him/her to pay a little more attention each time. If the game gets too difficult, he'll adjust to your child's last truly successful state of attention... and then the challenge is back on! Your child will become part of his challenging program, but he/she is never allowed to fail or become frustrated. This is done through the Sheer Genius™ auto-adjust algorithm, so each session is custom tailored for your child.





Sheer Genius



Rewards, both near term and long term are essential to the learning process. Sheer Genius™ encourages positive behavior with a banking system of immediately redeemable points for motivation. He also allows your child to set long term goals to create an environment that teaches delayed gratification and personal goal setting.

Are you beginning to think that Sheer Genius™ can't get any smarter? He even logs improvement and changes in self esteem as well as collects data and generate easy to read graphs.





Individualized Program

Profile

Your child will have his/her own profile. They will have their own unique username and password, and we can even upload a unique avatar for him/her. The data that is collected during each session will be uploaded to the Play Attention cloud; which means your child's data is always safe and easily retrieved.





Report



After each game, the “report” screen will appear. During this time, we will have time to reflect on your child’s results and behavior. Your child will be able to see his/her attention percentage, the number of impulsive strikes, missed distractions etc. This time is very important, as we discuss what can be improved and what was done perfectly. Constructive as well as positive feedback will help your child in making the connection between why he/she is doing the exercises and real-life

* situations.



Data





Because your child's data is uploaded to the Play Attention cloud after each session, we can download his/her progress data at any time. We can continuously provide you with these data reports and keep an eye on your child's progress.





The Games / Exercises







During all the Play Attention exercises, your child needs to be hyper-focused to either make the screen character move or move in the right direction. So, attention is key!

But, during each exercise, we also apply behavior shaping and teach mindfulness. If your child starts to fidget or show any distracting behavior, the screen character will stop moving; the game will stop working. This way, we assist your child in making the correlation between his/her distracting behaviors and attention. Being mindful is being mindful of the task at hand, regardless of distractions.



Play Attention has incorporated ways to make sure that your child isn't daydreaming while playing the games. Some of the exercises have built-in distractors to which your child must respond by clicking the spacebar on the computer keyboard. This ensures that your child is not thinking about other things and forces them to focus only on the task at hand; forces them to be mindful.

Each game requires attention, implements behavior shaping and improves mindfulness, but each game also focuses on a specific skill.





Training Time







Now that we've gone over how the Play Attention program works, your next thought is probably how long the training time is. We recommend that your child enrolls for no less than 80 half hour Play Attention sessions. These half-hour sessions will be done twice a week and add up to 40 hours of training, which has been proven scientifically to be the least amount of time for any individual to learn a new skill. In total, it will take between 10 to 14 months, if we include school holidays, public holidays, and test and exam schedules.







Who Can Enroll





Anyone and everyone can and should enroll in the Play Attention program. We work with children and adults from ages 5 all the way up to 105. We can assist people and children with ADHD, Autism, Asperger's Syndrome, traumatic brain injuries, early onset Alzheimer's, and weak executive function skills. We can help even if your child is struggling somewhat at school.

We do not only help people and children who struggle, no, we also provide training for those who are looking for peak performance enhancement as well as sports performance.





What Will You Receive When You Enroll

Your customized Play Attention program will
include:



Neurocognitive training program



The neurocognitive games that will improve the skills your child needs to support and strengthen his/her executive function skills. This also includes the Academic Bridge application which will assist in the transfer.







Mindfulness training



Being in the moment and paying attention to what's happening to you right now, is mindfulness. Mindfulness research has shown to be effective in improving symptoms associated with attention problems. Play Attention gives visual feedback encouraging your child to stay in the NOW. Being in the moment is a direct result of controlling impulsivity, staying on task, and filtering distractions. Play Attention and mindfulness go hand in hand.







Behavior Shaping



Does your child have any self-distracting behaviors like fidgeting, calling out, nail biting, hair twirling or chewing on his/her shirt? The Behavior Module built into Play Attention can decrease self-distracting behaviors and reduce impulsivity. With Play Attention, feedback is continuous and immediate. Any distracting behavior like calling out, fidgeting, etc. will immediately decrease your child's ability to control the screen characters. This enables your child to realize that there is a direct correlation between behavior and attention. This is highly significant as most students with attention difficulties believe they do not have control over their behaviors and have no comprehension of consequences.





World-leading technology



Our world-leading, space certified technology with its patented algorithm and transference application will be available to assist your child





Self-Regulation



The goal in all the Play Attention activities is to improve Self-Regulation.





The Iceberg







World-leading technology



Attention difficulties are just the tip of the iceberg! If you want your child to be successful in the area of learning, reading, remembering instructions, paying attention and so on, all these supporting skills below the surface must be addressed.

And that is what makes the Play Attention program so fantastic – we address all of these.





*What Can Play Attention
Offer That No Other
Program Out There Can?*



Neurocognitive Training Program

✓ World's # 1

Sheer Genius

✓ The algorithm that customizes your child's Play Attention program

Academic Bridge



✓ Learning how to transfer skills learned, to real-life





The Next Steps



- 
- 
- * Book your child's FOCUS Assessment
 - * Schedule the feedback session where we will discuss your child's results and decide on a Play Attention program for him/her
 - * Enroll your child in the Play Attention program
 - * Start seeing results