Top 10 Highlights:

State of the Brain Fitness Software Market 2008

1   **2007 was a seminal year** for the US Brain Fitness software market, which reached $225 million in revenues – up from an estimated $100 million in 2005.

2   **Over 20 companies** are offering tools to assess and train cognitive skills to four customer segments: consumers; healthcare and insurance providers; K12 school systems; and Fortune 1000 companies, the military, and sports teams.

3   **The Nintendo *Brain Age* phenomenon** has driven much of the growth. The consumer segment grew from a few million in 2005 to an estimated $80 million in 2007.

4   **There is major confusion in the market**, so education will be key. Users and buyers need help to navigate the maze of products and claims.

5   **Over 400 residential facilities** for older adults have launched computerized "brain fitness centers." Sales to the healthcare and insurance provider segment grew from $35 million in 2005 to an estimated $65 million in 2007.

6   **More than five programs have shown results** in randomized controlled trials. Cognitive functions that can be trained include: visual and auditory processing, working memory, attention, and decision-making.

7   **A product has obtained 510(k) FDA clearance** for rehabilitation of stroke and Traumatic Brain Injury patients. Another product is being used by a growing network of ADHD specialists.

8   **Large-scale, fully-automated cognitive assessments** are being used in a growing number of clinical trials. This opens the way for the development of inexpensive consumer-facing, baseline cognitive assessments.

9   **The potential for K12 Education** remains largely untapped due to limited research linking cognitive training to academic performance.

10   **Companies, sports teams and the military are finding opportunities to improve productivity.** The aging workforce will make this a must.

SHARPBRAINS

660 4th Street, Suite 210, San Francisco, CA 94107.

reports@SharpBrains.com

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