

FORBRAIN[®]

powered by **AFTERSHOKZ[®]**



use your voice to boost your brain

PRESS MEDIA KIT

www.forbrain.com

Discover Forbrain[®], an Innovative Headset to Improve Speech and Auditory Processing

FEBRUARY 1, 2014, MIAMI, FL - SOUND FOR LIFE LTD - *The sounds of your voice are actually nothing more than vibrations. What if science could enhance these vibrations before your brain analyzes them? Discover how a revolutionary technology is about to change the lives of millions who struggle with sensory integration issues.*

Do you know why people always cringe when they hear their own voice on tape? It's because they're hearing solely through their ear canals. When you normally hear your speaking voice, the sound resonates through your head and reaches your ears via **bone conduction**, rather than **air conduction**.

As a fun experiment, try this: plug your ears with your fingers and say something. Hear how your voice resonates clearly in your head, despite your muted ears? The sound is traveling through your facial bones about 10 times faster than through the air. Your brain puts it all together via sensory integration, which is a crucial part of **phonological awareness**, or the **comprehension of language**.

A startup company, Sound For Life Ltd., has developed a revolutionary patented device to aid speech and auditory processing that uses this natural process of **auditory feedback**. Introducing **Forbrain[®]**, a headset that uses groundbreaking technologies to create an enhanced **audio-vocal loop** that enables users to improve their speech.

While **speech-language pathologists** and **speech therapists** employ the science of audio-vocal loops in their training, Forbrain[®] is the first



device of its kind offered directly to consumers for at-home practice. Using the device is easy and intuitive: simply wear the headset, switch it on, and speak for a few minutes every day to improve speech. Designed for children and adults with speech difficulties, including problems with pronunciation, articulation, and fluency, the easy-to-use device may also enhance memory and concentration.

Forbrain uses two revolutionary technologies based on years of **sound therapy** research: **bone conduction transducers** and a **dynamic audio filter**. The electronic dynamic filter instantly analyzes and enhances the user's voice, amplifying the frequencies, rhythms, and color to help users comprehend and adjust their voice.

Developed in coordination with **Aftershokz LLC**, the world leader in bone conduction tech,

Forbrain® uses transducers placed on the facial bones just outside the ears. The sound resonates through the facial bones, which your brain processes via **sensory integration** into crystal clear speech.

As Forbrain® is designed for at-home use, it's an ideal tool for **speech-language pathologists** and **occupational therapists** to enable their clients to practice between sessions. An affiliate program is available for therapists who wish to recommend Forbrain® to their clients. With an introductory price of \$359, the Forbrain® package includes a user guide, an educational support guide, 3-5 day delivery, and a 2-year warranty.

Officially launched on January 1st, thousands of Forbrain® headsets have already been purchased by people with **sensory integration issues** and **auditory processing disorders**, such as speech delays. Due in part to its successful professional affiliation program, the company aims to soon be the leader in the field of **auditory, speech, and listening programs**.

You can read reviews for Forbrain® on the American Speech-Language-Hearing Association's guide : buyersguide.asha.org/Listing/Company/40560990 >

For more information, visit www.forbrain.com.

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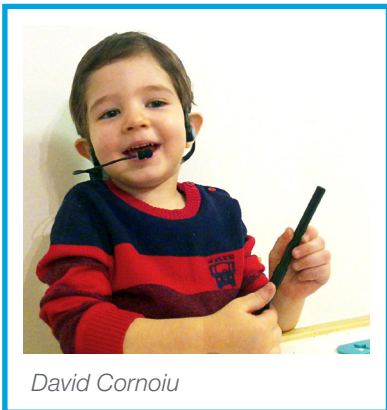
This statement has not been evaluated by Food and Drug Administration.

Forbrain® is a speech and language product designed as an aid to education and is not intended to diagnose, treat, cure or prevent any disease.



Forbrain® Testimonials

From Claudiu Cornoiu, father of David Romania



David Cornoiu

My son, David, is 2 years and 5 months old, and has a particular health condition. After six months since my son was diagnosed, he has some behavioral issues: very poor eye to eye contact, lack of socialization, **a notable delay in**

his verbal skills and an attention deficit is also present.

The last psychiatric evaluation conclusion was: pervasive developmental and epilepsy, which caused him an expressive language delay.

When we showed for the first time the Forbrain device to David he was a little bit suspicious at the beginning, but after we put the headphones on his head, he was absolutely fascinated by his own voice, amplified by the transducers. I remember him watching around in the attempt to understand what's happening, where is the voice coming from? We use the device no more than

10 minutes / day and my son loves that time, he makes a lot of funny games with his voice: sings, repeat words and imitates animal sounds.

Nevertheless, we saw some improvements in his behavior, immediately after the "10 minutes therapy" in terms of appetite for talking. In average, the "effect" takes half an hour. Also, during the 10 minutes therapy we observed that David is more calm, has a good attitude regarding tasks: reading, playing, do things in general.

We need to investigate more in depth the improvements, but the future seems to be really bright.

From Kara Tavalacci, OT, SIPT certified USA - www.totsforkids.com



Kara Tavalacci

As an Occupational Therapist, SIPT certified, working for years with several different programs such as sensory integration programs, DIR /Floortime and listening programs. I can tell you that Forbrain makes a huge difference. I have had the opportunity to work with a variety of clients who have participated in both sensory integration programs and traditional occupational therapy.

This new tool, Forbrain has enabled me to enhance my traditional occupational therapy sessions to have improved success. With the use of Forbrain in my therapy sessions, I have observed improved eye contact and communication in the children I work with. I have witnessed my clients tune into their voices and begin to play with their voices by making more sounds, babbling and even singing songs. My clients that I work with seem to love this product and their parents are thrilled that they are able to purchase it so they can continue the program at home.

A parent of a 7 year old boy with significant language delays and self-regulation issues have reported to me that Forbrain is easy to use and they have been able to use it during his speech

therapy homework. They have reported that he was more focus and concentrated when he was wearing Forbrain. Also the child was now himself requesting to use Forbrain, which seems that speaking is more fun for him. In terms of fluency, they have noticed that his pronunciation was much better.

Besides using it with the kids that I work with I have also recommended this device to adults who struggle with attention disorders and poor self-confidence. I have been very amazed to see how some of them started utilizing this tool and have noticed improvements in term of confidence and ability to use their voice and speak up for themselves. I have also noticed that they are more aware when they are talking to me and conscious of speaking clearly.



Discover more testimonials online:
< <http://www.forbrain.com/learn-more/testimonials> >

Forbrain® Corporate

FORBRAIN® is a product of SOUND FOR LIFE Ltd, a Hong Kong based Company specialized in the development of efficient products to support cognitive abilities and skills.

What are cognitive abilities or cognition? Cognition is how a person understands and acts in the world. It is a set of abilities, skills or processes that are part of nearly every human action.

Cognitive abilities are the brain-based skills we need to carry out any task from the simplest to the most complex. They have to do with the mechanisms of how we learn, remember, solve problems, and pay attention.

We strongly believe at SOUND FOR LIFE that cognitive abilities can be improved throughout life with regular practice of multiple exercises. Learning and communication can improve.



FORBRAIN® is a product of SOUND FOR LIFE Ltd

After studying many research studies in cognitive sciences and neuropsychology from around the world, we developed an easy to use and efficient state of the art device called FORBRAIN® in collaboration with the company Aftershokz LLC, a world leader of bone conduction technology.

We created a device that is easy to use and one you can take with you through life to use daily and as needed.

Our mission is to provide you with a lifelong tool that improves your life by leveraging your voice to boost your brain!

Forbrain® Affiliation Program



WHO

- Speech and language therapists
- Occupational therapists
- Special needs teachers
- Audiologists
- Voice coaches
- Psychologists
- Medical Doctor
- Coaches



WHY

- Auditory processing
- Speech and pronunciation
- Learning abilities
- Attention Memory and Focus
- Coordination abilities



NO

- No sales requested
- No payment requested
- No stock to manage
- No binding target requested



If you are a therapist, discover all the benefits of our affiliation program.
 [< http://www.forbrain.com/join-our-affiliate-program >](http://www.forbrain.com/join-our-affiliate-program)

Our main office is located in Hong-Kong :

SOUND FOR LIFE LTD

Unit 1010, 10/F, Miramar Tower 132 Nathan Road - Tsim Sha Tsui, Kowloon, Hong-Kong

Because our clients are all over the world we have opened local offices to facilitate delivery and return services. Our offices are located in the following places :

SOUND FOR LIFE LTD BPM 312943 8345 NW 66 Street 2000 33166-2626 Miami - USA	SOUND FOR LIFE LTD BPM 312943 372 Old Street EC1V 9AU London United-Kingdom	SOUND FOR LIFE LTD BPM 312943 Zum Bürgerwehr 28 54516 Wittlich Deutschland	SOUND FOR LIFE TD BPM 312943 3, Rue des Deux Luxembourg 6791 Belgique	SOUND FOR LIFE LTD BPM 312943 18, Les Maragolles 54720 Lexy France
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FORBRAIN®



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<http://goo.gl/fRR7xe>

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