

## DELIVERABLE 6.2

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### D6.2: Market Report

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**Delivery:**

**Delivery:**

**Abstract:**

The market for online brain-training platforms is constantly changing. New applications and platforms appear and unused ones disappear. Because of this fact, within the Brain@Home project lifetime, 3 market reports will be prepared to constantly follow the current market situation and the actual trends to be able to make the platform as marketable as possible. Within this first document a collection of the actual, most popular applications are analysed.

**Keywords:**

market, application, platform, value, users, refreshing, price strategy, downloads.

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**Version Control**

Version	Description of Change	Date
V1.0	Initial draft	30/01/2017
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V.3.0	Final Version	31/01/2017

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## *1. Introduction*

The Brain@Home project aims to maintain/improve cognitive functions in healthy elderly, through engagement in brain training activities that promote independence and active ageing, thus preventing cognitive decline.

Main objectives are to:

Develop a platform through which older persons can accede to a motivating, challenging and playful environment to engage in brain training and physical activity

Build a hardware system using consumer-level portable devices for braintraining

Construct a gaming platform for social-powered braintraining.

Create a virtual community for older persons and caregivers, families, friends to share and disseminate knowledge and curiosities about interesting visits and travels

Develop a system to store results and give access (web, mobile, etc) to this data and trends to users, caregivers and possibly to GP/family physicians.

Examine improvements in different domains such as well being, quality of life, and cognitive status following the training program

Target users are cognitively healthy older adults aged over 65 years old who could face difficulties in everyday life activities due to age related cognitive decline.

## 2. Executive Summary

In the Brain@Home project an application, which helps elderly people to prevent the appearance of the old-age dementia, will be developed. As described in the Description of Work for the project, the main functions of the proposed platform will be:

### 2.1. Objectives

Develop a platform through which older persons can accede to a motivating, challenging and playful environment to engage in brain training and physical activity within the safety of their own home,

Build a hardware system using consumer-level portable devices for brain training

Construct a gaming platform for social-powered brain training. Games and activities are stored in cloud repositories. A user's score in a game can be compared to the scores of other users using the system with the same type of exercise

A virtual community for older persons and caregivers, families, friends to share and disseminate knowledge and curiosities about interesting visits and travels, ...

A system to store results and give access (web, mobile, etc.) to this data and trends to users, caregivers and possibly to GP/family physicians.

To examine improvement in different domains such as wellbeing, quality of life, and cognitive status following the training program



This system will be able to analyse performance data of all users in order to give feedback and recommend next game sessions that best fit the needs of each individual (orientation, memory, etc.). The platform could also

Offer access to remote locations, where they used to go on holidays, or which they regret never having visited (e.g. Downtown New York, Everest Base Camp, Colosseum in Rome,);



Offer the opportunities to gather new knowledge and social connection, exploration and satisfaction, as these aspects of personal wellbeing are considered essential to maintain self-esteem and a proactive attitude to the self-management of one's own wellbeing.

First of all, for the preparation of the development of the current application, which are already present in the market, had to be analysed. We collected some of them which have been successful for a long time, some that have become popular in a short period of time, because the effects of these products provides us a kind of basis to the long-term sustainability of our platform.

#### About the market of the application development

During the development of the Brain@Home platform we had to take into consideration that not only the number of the application developed but also the number of the applications, found in the market, increased in leaps and bounds in the previous two years. It is an important and joyful fact that the usage of mobile applications is increasing in a large amount, and this tendency is better than the use based on mobile browser.

According to some surveys, more than the half of the mobile users downloads applications. Approximately one-third of the downloaders download two or more applications in one month. The data that refer to how often these applications are used and deleted are not easy to be defined, however it is sure that in case a certain application is popular or can be easily used will not be deleted from the mobiles.

On the market, basically the Android and IOS based platforms are determining, the percentage of the other platforms are practically negligible. As far as the sharing of the platform is concerned, in Europe approximately 40% of the developers work with IOS, whereas 33% of them use Android.

The effects on memory, attention, concentration and cognitive capabilities found on the general consequence market

In our survey, 14 currently working applications were involved which have at least 50.000 users. It can be stated that currently the developed European countries and North-America are developing applications that possess the most users. Therefore, this data reveal that these programs are the most advanced, and it can be also claimed that without exception a kind of substantial academic R&D is present in the background of these successful applications.

The applications refer to the areas below:

Memory (short term, long term, memory performance)

Attention



Problem Solving

Mental Agility

Language

Coordination

Creativity

Emotion Control

Visual skills

It is noticeable in every area that simple, basically logical tasks have to be done in different level, mostly within a time limit. Points can be gained with the difficulty, the mistakes measuring time, and analyses can be received about the status of our mental capabilities.

Most programs are able to categorize, and there is an opportunity to compare our results, that can be contrasted with other users and can be shared on social websites.

These applications, only with some exceptions, can be found on both platforms so on Android and IOS as well. As regards their size, they are generally between 50 and 200 MB, so they do not occupy too much space on mobiles which have on average 16-32 GB memory.

If we have a look at the pricing, there is not too big difference between the two platforms. Most of the applications can be downloaded free of a charge and they have a trial version. What require payment are the developed services, more games or even more emphasised analyses.

This may be a weekly or monthly subscription, but in case of some more serious applications the so-called 'eternal' subscription is available, so every device and function may become approachable with this option.

Below, 14 IT specifications of applications have been collected, that can be found on the market, examining the number of users, the types of tasks, the academic background, and the frequency of up-dating.

## 2.2.The analysed applications

1 Lumosity

2 Brainwell

3 Memorado

4 MensaBrainTraining

5 BrainSchool

6 Peak



7	Elevate
8	FitBrains Trainer
9	Brain Games
10	Memory Games - Brain Training
11	NeuroNation
12	Brain Age
13	Fast memory
14	Brain'up

In the survey, on the one hand the languages of the programs, on the other hand, the country where the applications are being developed have also been mentioned. As far as the price is concerned, it was not so unequivocal in every case, that in which phase and for which services have to be paid.

Furthermore, the analysis dealt with that how the user is able to measure their performance, how the pointing looks like, and whether there is a visual opportunity to compare the results, and whether there is a kind of award or reward system which may motivate the user.

This market research will be regularly updated within the project lifetime and for the final version a proposed SWOT analysis will be done which will support the consortium to find the best possible business and market opportunities.

MARKET RESEARCH OF BRAIN EXERCISES												
	Focus area (e.g. memory, attention)	Type and number of brain games (Android+iOS)	Frequency of games change	Academic background	Reached customer number (Android+iOS)	Visualisation of the results (e.g. graphs, effects)	Pricing strategy (e.g. free-entry, monthly fee)	Language	Date of market entry	Version history (e.g. last update)	Remark	
1	Lumosity	Challenge Memory, Attention, and more.	Lumosity combines 25+ cognitive games into a daily training program that challenges the brain.	-	Yes	cca. 100.000.000	graphs, score points	Free-entry, other services (premium, monthly, one year) 1-70 EUR	English, French, German, Japanese, Portuguese, Spanish	-	13 November 2016	One of the best of Google app in 2014.
2	Brainwell	Brainwell trains attention, problem solving, memory, language, and visual skills.	Filled with challenging exercises for the mind, including more than 50 games designed with the knowledge of neuroscience.	Daily	Yes	cca. 100.000-500.000	graphs, diagrams, scores	Trial, other services (monthly, one year) 2-110 EUR	English	-	11.oct.16	For kids, and for adults too.
3	Memorado	Memory, Logic, Concentration, Reaction and Speed	Over 750 fun levels in 25 games	-	Yes	cca. 12.000.000	graphs, statistics, score points	Free-entry, other services (premium, monthly, one year, lifetime) 0,8-90 EUR	English, Arabic, Czech, Danish, Dutch, Finnish, French, German, Hebrew, Hindi, Indonesian, Italian, Japanese, Korean, Norwegian Bokmål, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, Thai, Traditional Chinese, Turkish, Urdu, Vietnamese	-	03 November 2016	
4	MensaBrainTraining	Memory, Concentration, Agility, Perception, Reasoning	Daily brain training courtesy of the original high IQ society.	-	No Informaton	No Informaton	personal Mensa Brain Index (MBI)	Quarterly, one year, two years.	English	-	20.oct.16	Only iOS.
5	BrainSchool	Mental agility	Twenty completely different brain games. Verbal, Spatial, Numerical to Musical. (Plastic Puzzle, Music Lessons, Roman History, Magic Hats, Shape Maths)	-	No Informaton	No Informaton	progress reports, school exam.	free	English	-	18 November 2016	Only iOS.
6	Peak	emory, Attention, Problem Solving, Mental Agility, Language, Coordination, Creativity and Emotion Control	Over 30 great challenging mini games across different categories (memory, focus, language, mental agility or problem solving), all designed with the help of neuroscientists to be fun, challenging and rewarding	Monthly new game.	Yes	cca. 2-3.000.000	statistic, scores	Advanced Training Free, Pro version: 1 month from \$4.99* - 12 months from \$34.99* (11-10 Eur)	English, Danish, Dutch, French, German, Italian, Japanese, Korean, Norwegian Bokmål, Portuguese, Simplified Chinese, Spanish, Swedish	-	19 November 2016	One of the best of Google app in 2015.
7	Elevate	Elevate is a brain training program designed to improve focus, speaking abilities, processing speed, memory, math skills	35+ games for critical cognitive skills like focus, memory, processing, math, precision, and comprehension	-	Yes	cca 8-10.000.000		1 month for \$11.99 12 months for \$44.99 Lifetime for \$149.99, available as a one-time purchase. (0,8-180 EUR) possible pro and other versions	English, Arabic, Catalan, Czech, Danish, Dutch, Finnish, French, German, Greek, Hebrew, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian Bokmål, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovak, Spanish, Swedish, Thai, Traditional Chinese, Turkish, Ukrainian, Vietnamese	-	15 November 2016	Elevate was selected by Apple as the 2014 App of the Year!
8	FitBrains Trainer	Memory, Speed of Thinking, Concentration, Problem Solving, Language and Visual-Spatial, short-term memory, visual memory, concentration, speed, calculation, reasoning	50+ games Consists of 32 games that will train the math, memory, logic and observation.	-	Yes	cca 18.000.000	In-depth performance reports: identify where to improve & compare scores against others	Free Trial, Weekly: 1,77 € Monthly: 7,11 € Yearly: 35,61€ Lifetime: 142,43 €	English, French, German, Italian, Japanese, Korean, Portuguese, Simplified Chinese, Spanish	-	10 November 2016	For kids, and for adults too.
9	Brain Games	memory, attention, intelligence, decisions	16 simple and useful memory games	3 new game with the update.	No Informaton	cca. 5-10.000.000	Benchmark	Free, and others: 2-3 EUR	English, French, German, Italian, Portuguese, Chinese, Japanese, Korean	-	19 September 2016	For kids, and for adults too.
10	Memory Games - Brain Training	memory and attention	25 personalised brain training game	-	Yes	cca. 550.000	Benchmark, scores	Free, and others: 1-4 EUR Free, and premium: 1-90 EUR, 3 months from 14,99 EUR* (4,99 EUR*/month) 6 months from 23,99 EUR* (3,99 EUR*/month) 12 months from 41,99 EUR* (3,49 EUR*/month)	English	-	08 November 2016	Only Android. For kids, and for adults too.
11	NeuroNation	Testing the brain age and memory performance	memory test games, match pairs of cards	-	No Informaton	cca 10.000.000	Benchmark, scores	Free	English, French, German, Italian, Russian, Portuguese, Spanish, Turkish	-	21 September 2016	One of the best of Google app in 2015. For kids, and for adults too.
12	Brain Age	visual and short-term memory	8 games, memory and speed games, problem solving games	-	No Informaton	cca. 100.000	Scores	Free	English, French, Russian, Traditional Chinese, Vietnamese	febr.13	-	For kids, and for adults too.
13	Fast memory	Improved memory, deeper concentration, enhanced mood, better math skill, clearer and quicker thinking		-	No Informaton	cca. 500.000	Graph and scores	Free	English, French, Italian, Portuguese, Simplified Chinese, Spanish	-	18 August 2015	Only Android. For kids, and for adults too.

### 3. Joint table of applications

### 3.1. Lumosity Brain training

Focus Area

Challenge Memory, Attention

Available

IOS, Android

Reached customer number

Used by over 85 million people worldwide.

Type and number of brain games

Lumosity combines more than 25 cognitive games into a daily training program that challenges the brain. Daily workouts that draw from brain games to challenge 5 core cognitive abilities.

Workout Modes: carefully curated sets of games that use training habits and preferences to target different ways to train brain

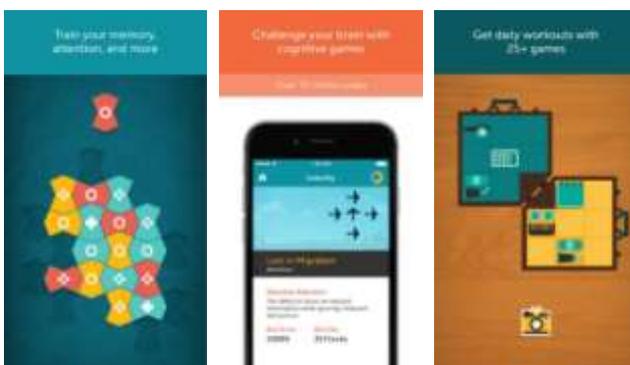
Visualisation of the results

Graphs, score points, analysis of the game play that sheds light on the game strengths, weaknesses and cognitive patterns

Pricing strategy

Free-entry, other services (premium, monthly, one year) 1-70 EUR

Pictures about the application



## Academic background



They have a team of scientists and designers exploring new ways to challenge the brain and push cognitive research forward.

The scientists take common cognitive and neuropsychological tasks, or design entirely new, experimental challenges. Working with experienced designers, they transform these tasks into fun games that challenge core cognitive skills.

Lumosity work with 40+ university researchers worldwide. They give qualified researchers free access to Lumosity training and tools — helping them investigate new areas in cognition.

### Version history (last update)

Dec 13, 2016 IOS

Jan 07, 2017 Android

Version: 8.8

### Size

110MB

### Language

English, French, German, Japanese, Portuguese, Spanish

### 3.2. Brainwell

Brain training and memory games for free

#### Focus Area

Brainwell trains attention, problem solving, memory, language, and visual skills.

#### Available

IOS, Android

#### Reached customer number

ca. 500.000

#### Type and number of brain games

Filled with challenging exercises for the mind, including more than 50 games designed with the knowledge of neuroscience.

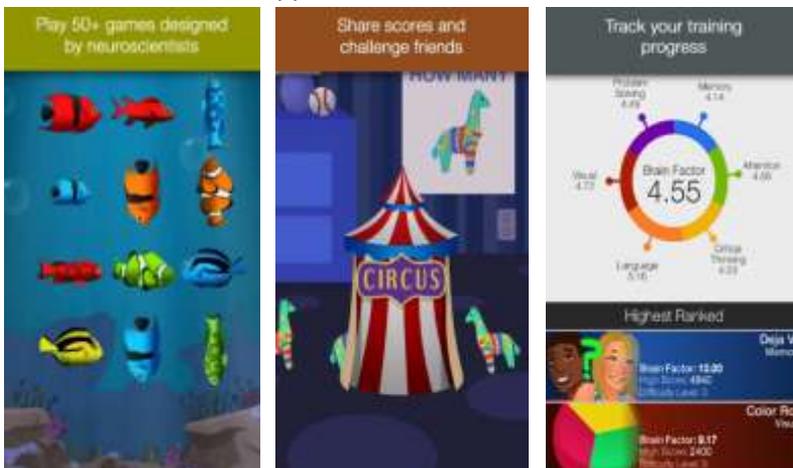
#### Visualisation of the results

Graphs, diagrams, scores. With Brainwell's Performance Tracking feature, the users get a Brain Factor score and measure performance daily with quizzes and memory tests. Kids and adults can connect through social media to compare Brainwell scores and challenge others brain testers to mind and memory questions.

#### Pricing strategy

Free, Trial, other premium services (monthly, one year) 2-110

#### EURPictures about the application



## Academic background



The application developed based on Innovative Neuroscience. The brain-training game was created under the direction of an expert scientific team, headed by Elkhonon Goldberg, Ph.D., Diplomate of the American Board of Professional Psychology in Clinical Neuropsychology and Clinical Professor in the Department of Neurology, NYU School of Medicine. This unique team had the support of an international advisory board, which included neuroscientists, neuropsychologists, and cognitive scientists from leading colleges and universities throughout the world.

#### Version history (last update)

Dec 30, 2016 IOS  
 Aug 10, 2016 Android  
 Version: 1.0.425

#### Size

310MB

#### Language

### 3.3. Memorado

Brain training for memory and mind



#### Focus Area

Memory, Logic, Concentration, Reaction and Speed

#### Available

IOS, Android

#### Reached customer number

ca. 1.000.000 – 5.000.000

#### Type and number of brain games

Over 750 fun levels in 25 games, to train 5 key brain areas:  
Memory, Logic, Concentration, Reaction and Speed

Memorado includes Mindfulness meditation exercises. Clear the mind and de-stress with meditation sessions, relaxing games and daily Mindfulness tips.

#### Visualisation of the results

Graphs, statistics, score points.

#### Pricing strategy

Memorado is completely free to use for everybody. However, if the user want to improve 74% faster (on average), the developers recommend to upgrade to Memorado Premium. It offers truly personalized workouts, which are being updated on a daily basis and optimized for maximum training benefit for the duration of membership. Furthermore, Memorado Premium grants unlimited access to all games and statistics.

Free-entry, other services (premium, monthly, one year, lifetime)

0,8-90 EUR

## Academic background



Memorado is at the forefront of neuroscience. The developer in-house team of neuroscientists has created games to train memory, concentration and much more. Based on the science of neuroplasticity, studies have shown that brain training can improve working memory and increase fluid intelligence.

A stronger working memory enables quicker learning and an improvement in brain connectivity. Scientists have found that strong brain connectivity is an important component of human intelligence and memory and may slow down dementia. They have concluded that the mind and brain can be trained.

#### Version history (last update)

Jan 03, 2017 IOS

Jan 10, 2017 Android

Version: 1.0.425

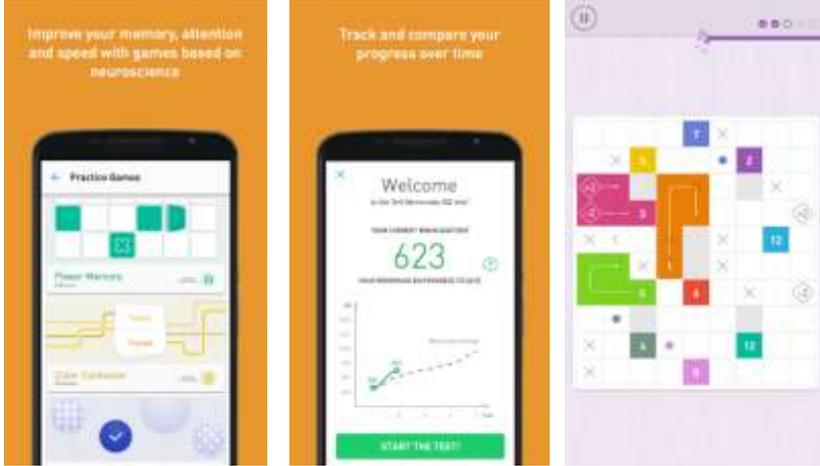
#### Size

310MB

#### Language

English, Arabic, Czech, Danish, Dutch, Finnish, French, German, Hebrew, Hindi, Indonesian, Italian, Japanese, Korean, Norwegian Bokmål, Polish, Portuguese, Russian,

Pictures about the application



Memorado GmbH

Developed  
in  
Germany



### 3.4. Mensa Brain training

Focus Area

Memory, Concentration, Agility, Perception, Reasoning

Available

IOS

Reached customer number

No information.

Type and number of brain games

Daily brain training courtesy of the original high IQ society.

Visualisation of the results

Progress reports, school exam,

Pricing strategy

Quarterly, one year, two years,

Pictures about the application



## Academic background



Research has shown that regular brain training can significantly enhance fluid intelligence, which is the fundamental human ability to reason, detect patterns and learn. Just like exercise contributes to your general well being, there is some evidence to suggest that regular brain training can help stave off depression.

### Version history (last update)

Oct 20, 2016 IOS

Version: 1.3.0

### Size

52,8 MB

### Language

English

### Remark

Available only on IOS.

Barnstorm Games Limited

Developed in USA.

### 3.5. BrainSchool Brain training

#### Focus Area

Memory, Concentration, Agility, Perception, Reasoning

#### Available

IOS

#### Reached customer number

No information.

#### Type and number of brain games

Twenty completely different brain games. Verbal, Spatial, Numerical to Musical. (Plastic Puzzle, Music Lessons, Roman History, Magic Hats, Shape Maths)

#### Visualisation of the results

Four types of school exams and progress reports.

#### Pricing strategy

Free.

#### Pictures about the application



## Academic background

...

There is no information about the scientific or academy background.

#### Version history (last update)

Nov 08, 2016 IOS

Version: 1.64

#### Size

58,1 MB

#### Language

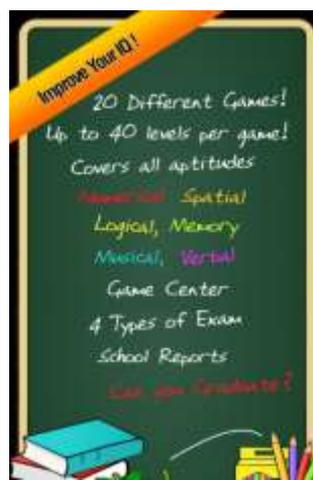
English

#### Remark

Available just on IOS.

Mastersoft Ltd

Developed in USA.





### 3.6. Peak Brain training

#### Focus Area

Memory, Attention, Problem Solving, Mental Agility, Language, Coordination, Creativity and Emotion Control

#### Available

IOS, Android

#### Reached customer number

Used by over ca. 5-10 million people worldwide.

#### Type and number of brain games

Over 30 challenging mini games across different categories (memory, focus, language, mental agility or problem solving), all designed with the help of neuroscientists to be fun, challenging and rewarding)

#### Visualisation of the results

Statistic, scores

#### Visualisation of the results

Statistic, scores



## Academic background

...

The application is designed in collaboration with experts in neuroscience, cognitive science and education, Peak makes brain training fun and rewarding. Peak's scientific advisory board includes Bruce E. Wexler, M.D., Professor Emeritus at Yale School of Medicine and Founder & Chief Scientist of C8 Sciences, and Professor Barbara Sahakian FMedSci DSc, Professor of Clinical Neuropsychology at the University of Cambridge.

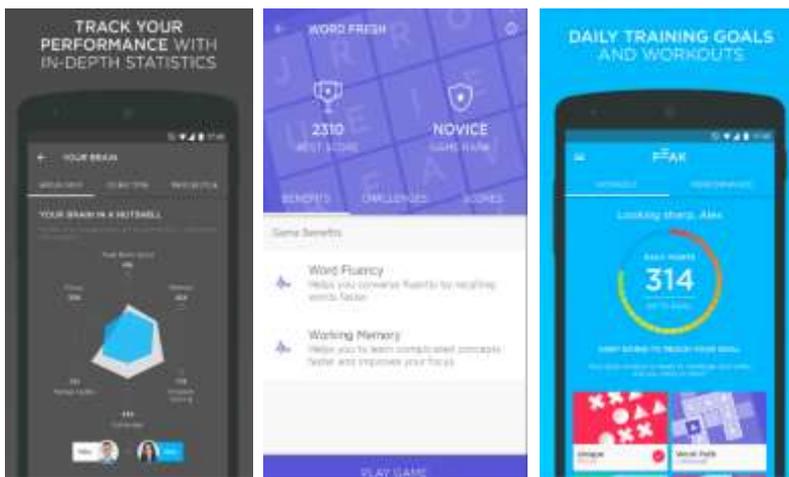
Findings have shown that critical parts of the brain and its operational mechanisms can and do change in ways that impact our cognitive, professional, social and personal development. This is the neuroplasticity of the brain and it is what brain training is designed for. Playing memory or focus brain games exercises the neuroplasticity of your brain.

#### Version history (last update)

Jan 04, 2017 IOS

Jan 03, 2017 Android

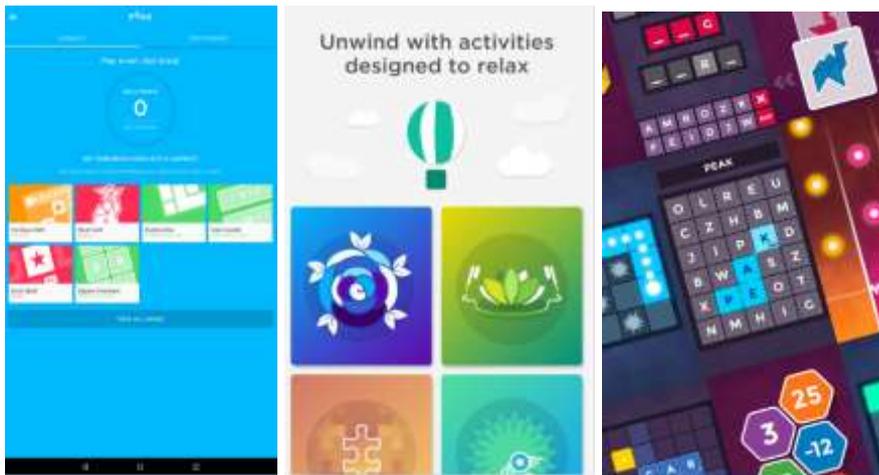
Version:



### Pricing strategy

Peak is free to use, but the user can get even more from their training by upgrading to a Pro Training Account. Peak Pro offers personalized workouts, unlimited access to all games, and in-depth insights, with the user can track and review their performance.

### Pictures about the application



### 3.7. Elevate Brain training



#### Focus Area

Elevate is a brain training program designed to improve focus, speaking abilities, processing speed, memory, math skills.

Each person is provided with his or her own personalized training program that adjusts over time to maximize results.

The user can improve critical cognitive skills that are designed to boost productivity, earning power, and self-confidence. Users who train at least 3 times per week have reported dramatic gains and increased confidence.

#### Available

IOS, Android

Reached customer number

Used by over ca. 8-10 million people worldwide.

#### Type and number of brain games

More than 40 brain games for critical cognitive skills like focus, memory, processing, math, precision, and comprehension. Personalized daily workouts that include the skills need most adaptive difficulty progression to ensure the experience is challenging.

## 4. Visualisation of the results

Progress records, statistic, scores

Pricing strategy

No information about pricing strategy.

# Academic background

...

Elevate's games are designed in collaboration with experts in neuroscience and cognitive learning and are based on extensive scientific research. Elevate's brain training algorithms further focus the learning experience by drawing from research in memory studies to develop a personalized training program for each user.

#### Version history (last update)

Jan 04, 2017 IOS

Jan 03, 2017 Android

Version: 3.15.2

#### Size

186 MB

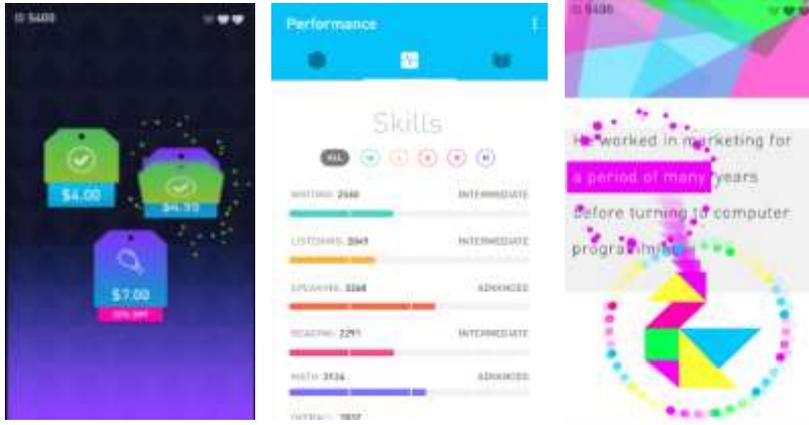
#### Language

English, Arabic, Catalan, Czech, Danish, Dutch, Finnish, French, German, Greek, Hebrew, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian Bokmål, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovak, Spanish, Swedish, Thai, Traditional Chinese, Turkish, Ukrainian, Vietnamese

#### Remark

Elevate was selected by

Pictures about the application



4.1. Fit Brains Trainer  
Brain training



Focus Area

Fit Brains Trainer has been ranked the #1 education app in over 90 countries. The only comprehensive brain trainer that can stimulate IQ and EQ (cognitive & emotional intelligence). Fit Brains targets all 6 major areas of the brain: Memory, Speed of Thinking, Concentration, Problem Solving, Language and Visual-Spatial. In addition, it targets EQ, Emotional Intelligence, the ability to recognize and manage the own and other people’s emotions, in 4 key areas: Self-Control, Self-Awareness, Social Awareness and Social Skills.

Fit Brains Trainer is an award-winning personalized brain games app that challenges the user to perform at their best, and can play the widest variety of brain games. With this app the user can easily and quickly to stimulate the own mind.

Available

IOS, Android

Reached customer number

Academic background

...

Fit Brains is designed by neuroscientists, game and education experts to make training fun and challenging. Dr. Nussbaum is a leading brain expert in clinical Neuropsychology and our Chief Science Officer.

Version history (last update)

Jan 10, 2017 IOS  
Jan 07, 2017 Android  
Version: 5.1.6

Size  
183 MB

Language  
English, English, French, German, Italian, Japanese, Korean, Portuguese, Simplified Chinese, Spanish

Remark  
For kids, and for adults too.

Visity labs  
Developed in CANADA.



Used by over 18 million people worldwide.

Type and number of brain games

Free brain fitness system has more than 60 fun games, 500 workout sessions & in-depth performance reports.

## 5. Visualisation of the results

Progress reports, statistic, scores

Pricing strategy

Basic app is free to use. Others:

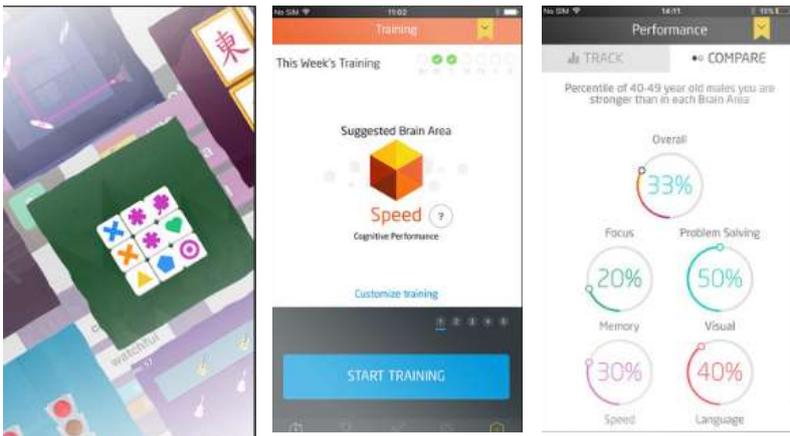
Weekly: USD \$1.99 / £1.49 / 1.77 €

Monthly: USD \$7.99 / £5.99 / 7.11 €

Yearly: USD \$39.99 / £30.00 / 35.61€

Lifetime: USD \$159.99 / £120.00 / 142.43 €

Pictures about the application



## 5.1. Brain Games

### Focus Area

With this application the user can improve his short-term memory, visual memory, concentration, speed, calculation, and reasoning.

### Available

Android

### Reached customer number

Used by ca. 5-10 million people.

### Type and number of brain games

Consists of 32 games that will train math, memory, logic and observation.



# Academic background

...

No information.

### Version history (last update)

Sept 09, 2016 Android  
Version: 2.3.3

### Size

No information.

### Language

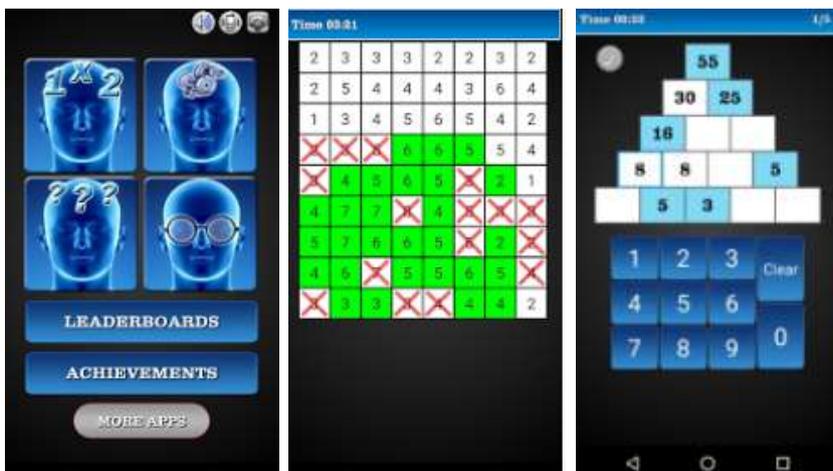
Spanish, English, French, Italian, Portuguese, Chinese, Japanese, Korean,

## 6. Visualisation of the results

### Pricing strategy

This app is free to use.

### Pictures about the application



### Remark

For kids, and for adults too.

## 6.1. Memory Games

Brain Training



Focus Area

The Brain Training games train the memory and attention. Gradually improve the memory, attention and concentration.

Available

Android

Reached customer number

Over 550 000 users.

Type and number of brain games

16 simple and useful memory games.

Memory Grid: The most straightforward and beginner-friendly game for training memory.

## 7. Visualisation of the results

Benchmark, scores.

Pricing strategy

This app is free to use. Others are 1-3 Eur.

Pictures about the application

# Academic background

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No information.

**Version history (last update)**

Jan 07, 2017 Android  
Version: 3.0.8

**Size**

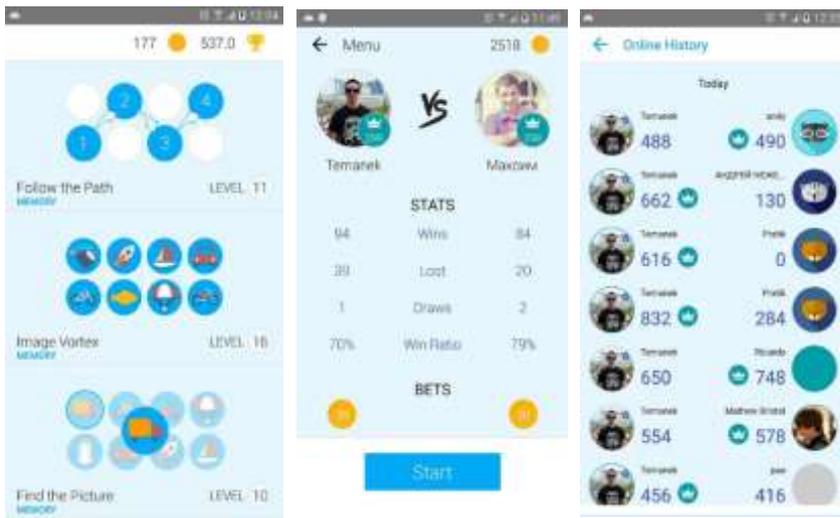
No information.

**Language**

English

**Remark**

For kids, and for adults too.



# Academic background



## 7.1. Brain training

### Focus Area

Strengthen memory, improve focus, Increase intelligence, and enhance logical thinking.

### Available

iOS, Android

Reached customer number

Used by over 10 million people worldwide.

### Type and number of brain games

25 personalised brain training game.

## 8. Visualisation of the results

Benchmark, score points.

### 8.1. Pricing strategy



A recent study by the Free University of Berlin demonstrated the effectiveness of NeuroNation's brain training. All exercises were developed in cooperation with renowned neuroscientists and are based on state-of-the-art scientific research. Scientific studies argue that what applies to our muscles also applies to our brains: use it or lose it.

### Version history (last update)

Jan 13, 2017 iOS  
Jan 07, 2017 Android  
Version: 2.15.40

### Size

63.5 MB

### Language

English, French, German, Japanese, Russian, Italian, Portuguese, Spanish

### Remark

One of the best of Google app in 2015.

### Seller



NeuroNation is free to use. In addition, our Premium Membership offers numerous supplementary exercises, personalised courses, more precise progress assessments and insights as well as many other exciting features.

NeuroNation Premium Membership is available via the following subscription plans:

3 months from 14.99 EUR\* (4.99 EUR\*/month)

6 months from 23.99 EUR\* (3.99 EUR\*/month)

12 months from 41.99 EUR\* (3.49 EUR\*/month)

Pictures about the application





## 8.2. Brain Age Game

Brain training

Focus Area

Testing the brain age and memory performance

Available

Android

Reached customer number

Over 550 000 users.

Type and number of brain games

Brain age and memory tests with several touch controlled brain training game tests.

## 9. Visualisation of the results

Progress graph, stats and score points.

Pricing strategy

Free application.

Academic background

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No information.

### Version history (last update)

Aug 28, 2014 Android

Version: -

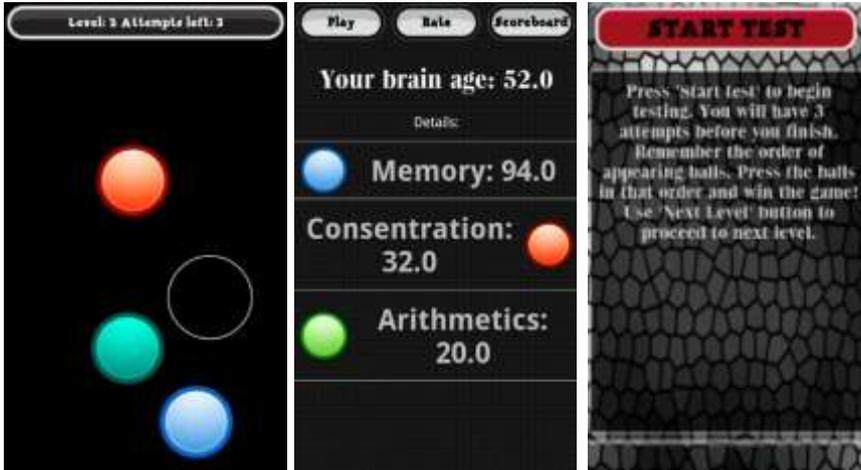
### Size

No information

### Language

English, French, German, Japanese, Russian, Italian, Portuguese, Spanish

Pictures about the application



## 9.1. Fast Memory

Brain training

Focus Area

Test and improve visual and short term memory.

Available

Android

Reached customer number

Between 10-50 000 users.

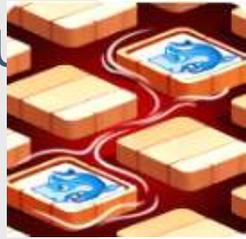
Type and number of brain games

Memory test games, match pairs of cards.

## 10. Visualisation of the results

Score points.

# Academic background



No information.

### Version history (last update)

Jan 06, 2017 Android

Version: 1.08

### Size

No information

### Language

English, French, Russian, Traditional Chinese, Vietnamese,

### Remark

For adults and for kids available too.

### Seller

Xbeam Game

Develpod in Vietnam.

Pricing strategy

Free application.

Pictures about the application



### 10.1. Brain' Up Social Brain Training

Focus Area

Improved memory, deeper concentration, enhanced mood, better math skill, clearer and quicker thinking

Available

IOS

Reached customer number

Between 10-50 000 users.

Type and number of brain games

8 games, memory and speed games, problem solving games.

## Academic background



Research around the brain has dramatically progressed over the last 10 years. The developers are now aware that constant brain training does not only halt brain decay but also significantly improves cognitive abilities such as memory, concentration, calculus and speed.

Brain games were found to be effective training exercises and have the added benefit of being fun for the users. The Brain'up combined the evidence around brain training into a training program with the aim of increasing the users' brain capabilities. This is scientific, Brain'up enhances the users' brain like a gym builds up muscles. The brain adjusts to new challenges and, after a short period of training, it starts producing new synapses, the connections between brain neurons.

**Version history (last update)**  
Feb 24, 2015 IOS  
Version: 4.0.2

**Size**  
9MB  
**Language**

## 11. Visualisation of the results

Score points and graphs.

Pricing strategy

Free application.

Pictures about the application

