



# The Future Is at Attention.

The next level of learning enhancement is here.

**Picture a pedometer for your brain.** Elite Focus is an innovative training and biofeedback tool that helps learners remain attentive and become more productive by linking feedback from their device (such as a tablet or phone) to their attention level. With **Elite Focus**, users master their attention and foster mindfulness—all while working. Over time, the scientifically proven approach used in the **Elite Focus** program improves the executive skills that control the learning process, allowing the brain to stay better focused for longer.

Best of all, **Elite Focus** improves an individual's length and quality of focus while they work. No interruptions, no pre- or post-assessments, just real, accurate data from neurotechnology created by some of the best neuroscientists in their field.

**Elite Focus** is currently only available at a select group of performance centers. Visit [www.eliteperform.org/elitefocus](http://www.eliteperform.org/elitefocus) to find a center near you. The analytics provided from the Elite Focus app is made available to certified coaches. Users then receive actionable feedback as to how they can improve their attention.



By making children aware of when they are focused as they work, research has shown that Elite Focus can enhance children's work productivity and learning.

## FAQs

### How does Elite Focus measure the brain's activity?

With an easy-to-use headset, **Elite Focus** strategically measures the attention levels of connected users as they work on other tasks on their device. The app notifies users when their attention decreases, not only helping to build better attention, but allowing users to improve their mental efficiency. At the end of their training sessions, users and coaches review session analytics, including attention onset, duration, and efficiency. The data is stored for future reference, so users can learn when and in what environment they work best.

### Is Elite Focus safe?

Yes, **Elite Focus** simply measures neural activity and is not a therapeutic treatment for any disorder. It offers users a tool to better understand the connection between cognitive skills and learning.

### How does Elite Focus work to improve attention?

**Elite Focus** helps users develop better focus for learning by revealing the link between their study time and success with their focus and concentration. Activity received by the headset is translated by the app to generate an attention metric. The result: users are empowered to remain engaged in their learning material in an entirely unique and previously uncharted way.



Focus for longer periods of time. Increase productivity. Master that competitive edge. Reveal the untapped potential in your student. Start finding your Elite Focus today.

## The Facts about Elite Focus

**It's proven.** With a team of highly recognized and celebrated neuroscientists behind the product's design, **Elite Focus** is the first of its kind in tailored, targeted neurotechnology that observes and reports the mind's attentional focus in order to enhance neuroplasticity and improve individual brain cognitive agility.

**It's convenient.** Within 30 minutes, **Elite Focus** provides practical and actionable information. While a student performs a task, Elite Focus provides real-time data that then is interpreted and presented to the instructor in a user-friendly interface—simple, fast, and informative.

**It's efficient.** Within one minute of startup, **Elite Focus** is at work with the user, providing immediate visual or audible feedback cues in response to attention level. The app gently reminds the user when their attention is sliding and, over time, **Elite Focus** will help users crack the code of when is the best time to focus—all based on rigorously reviewed and tested scientific evidence.

**It's comprehensive.** Observing how each brain functions uniquely while at work, gives instructors the complete picture of a student's learning style. Combined with a tailored curriculum, **Elite Focus** offers the missing piece to the puzzle—how and when information is best delivered based on a student's level of focus.



ELITE PERFORMANCE  
SOLUTIONS

### THE TEAM BEHIND ELITE FOCUS

The Elite Performance Solutions team is composed of the nation's leading scientists on neurocognition and neuroplasticity, or, the brain's ability to receive and react to new information and learning. The advisory committee includes innovators who are the leading edge in neurotechnology advancements. **Elite Focus** was initially developed by leading scientists and clinicians David Rabiner, Ph.D., at Duke University and Ed Hamlin, Ph.D. at the Institute for Applied Neuroscience.

Visit [www.eliteperform.org](http://www.eliteperform.org) for a full list of advisors.