

## **NeuroSky Brain Computer Interface Technologies CEO Stanley Yang to Speak at the National School Boards Association Conference T+L October 29th Denver, CO**

### **The National School Boards Association Gets Up Close and Personal with the Brain**

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The mission of the National School Boards Association's T+L technology conference is finding more effective ways to teach by leveraging new technology. To that end, they have recently invited Stanley Yang, CEO of NeuroSky—a Brain Computer Interface technologies company—to speak at the education technology conference in Denver.

Mr. Yang, who will be speaking at the T+L conference states, "From the beginning, the applications of our technology to the education industry has always been of great interest to me. As a parent myself, I can relate to the commitment of all parents to constantly seek new and better solutions for the well-being of their children. I am grateful that NSBA looks to the future of technology and its relevance to the futures of our children."

"We are pleased that Mr. Yang will be keynoting the Emerging Technologies luncheon," said Ann Flynn, NSBA's director of education technology programs. "We feel it is critical to expose school leaders to research that can not only contribute to the development of future educational resources, but potentially impact the yet unimagined careers that our students may pursue."

"Implementing innovations in technology into the classroom is really about creating synergy between the right groups of experts; through joint effort with our partners we are just beginning to fully understand the substantial potential of our technology for enhancing skill development and providing insight into students," states Tansy Brook of NeuroSky.

The NeuroSky MindSet, released this summer, is the first of many applications of the ThinkGear Brain Computer Interface (BCI) technology that can positively impact student achievement. NeuroSky is working with partners who are experts in a number of education and youth wellness disciplines including ADD/ADHD, anger management for at-risk youth, content adaptation to individual student learning styles, content retention (memory), impulse control, student engagement monitoring, etc.

NeuroSky's ThinkGear technology is being widely introduced to the market this Christmas season via its partners in the toy industry. Toy giant Mattel released the Mattel MindFlex on the first of October, which has already been awarded one of the best gifts by amazon.com for the 2009 holiday season.

#### **About NeuroSky**

NeuroSky, Inc. is the leader in Brain-Computer Interface technologies for consumer product application. Founded in 2004 and headquartered in San Jose, CA, NeuroSky works with industry partners, developers, and with academic and research institutions, to provide innovative products and solutions across a wide range of areas.

Applications for NeuroSky's technology are as diverse as consumer electronics, health & wellness, education & training, transportation, market research and others. NeuroSky has developed a user-friendly brainwave reading technology using a single (dry) sensor and onboard signal-processing chip. For more information about NeuroSky, please visit [www.neurosky.com](http://www.neurosky.com).

#### **About NSBA**

Founded in 1940, the National School Boards Association ([www.nsba.org](http://www.nsba.org)) is a not-for-profit federation of state associations of school boards representing 95,000 local school board members throughout the United States. Its mission is to foster excellence and equity in public elementary and secondary education through local school board leadership. NSBA represents the school board perspective in working with federal government agencies and national organizations that impact education, and provides vital information and services to state associations of school boards throughout the nation.

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