

FOR IMMEDIATE RELEASE

## **NeuroSky® and Toshiba® to Launch Brainwave-Reading Headset for PCs**

San Jose, California (March 20, 2009) – Toshiba, Inc., a leading manufacturer of personal computer (PC) equipment, and NeuroSky, Inc., a Brain-Computer-Interface (BCI) technology company, today announced the launch of a jointly-developed brainwave-based headset that operates with most PC products.

The MindSet™ wireless Bluetooth® headset features brainwave-reading and mental-state-translational technology from NeuroSky, Inc., a Silicon Valley company. With earlier NeuroSky partner announcements in the toy (Uncle Milton *Force Trainer*™, under a Lucas Licensing deal) and video gaming industries (Square Enix *Judecca*™), the Toshiba-NeuroSky product launch represents the first BCI peripheral directed to mainstream PC users.

“The joint development effort between Toshiba and NeuroSky is a historic step into fusing brainwave-enabled peripherals into the mass market of computer users,” stated Hitoshi Tokuda, General Manager of the PC Options Marketing Division at Toshiba.

Stanley Yang, CEO of NeuroSky, considers this announcement a key milestone for both companies. “This Toshiba and NeuroSky partnership is an exciting step towards revolutionizing the way people interact with computers.”

### **Game Developers Conference**

NeuroSky will be demonstrating the MindSet along with a variety of partner products at the Game Developers Conference (GDC) in booth #6402, North Hall, Moscone Center, San Francisco, CA, on March 23-27.

### **How MindSet Works**

The MindSet headset resembles a pair of headphones with one distinct difference—a single electrode-fitted arm that contacts with the user’s forehead. The electrode reads the electrical potentials found on the skin’s surface, which are induced by the neuron activity that occurs in the frontal lobe of the user’s brain. Various “mental states” of the users—for example, their level of focus and relaxation—can be deciphered from the brainwave patterns. That information can be passed to a variety of PC-based applications for entertainment, health, wellness, education, and training purposes.

### **Pricing and Availability**

The MindSet may now be pre-ordered by consumers, application developers and researchers on the NeuroSky website ([www.NeuroSky.com](http://www.NeuroSky.com)).

The headset will be available to order online under the NeuroSky brand for U.S. residents on June 1, 2009, and roll out to select international markets later this year. MindSet will be priced at \$199 (MSRP) and will be accompanied by two demonstration games, *Brainwave Visualizer*™ and *The Adventures of NeuroBoy*™. Alternative developer programs will continue to be available on a worldwide basis through NeuroSky.

Both consumers and developers will be offered further incentives with this summer’s launch of the **NeuroSky Application Store**, a portal of downloadable, third-party applications created by the NeuroSky Developer Network.

### **About NeuroSky**

Founded in 2004 and headquartered in San Jose, CA, NeuroSky has developed cost-effective and “wearable” (dry) bio-sensor and signal-processing technology specifically designed for end-use in the consumer market. NeuroSky’s products offer opportunities for its exclusive partners and developers to create next-generation applications in markets as diverse as consumer electronics, health & wellness, education & training, transportation, market research and others. For more information about NeuroSky, please visit [www.neurosky.com](http://www.neurosky.com).

### **About Toshiba**

Toshiba, a world leader in high technology, is a diversified manufacturer and marketer of advanced electronic and electrical products, spanning information & communications equipment and systems, Internet-based solutions and services, electronic components and materials, power systems, industrial and social infrastructure systems, and household appliances. For more information about Toshiba, please visit <http://www.toshiba.co.jp/index.htm>.

*For press inquiries regarding Toshiba, please contact*  
Hitoshi Tokuda - [hitoshi.tokuda@toshiba.co.jp](mailto:hitoshi.tokuda@toshiba.co.jp)

*For press inquiries regarding NeuroSky, please contact.*

Tansy Brook - [tansy@neurosky.com](mailto:tansy@neurosky.com)

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