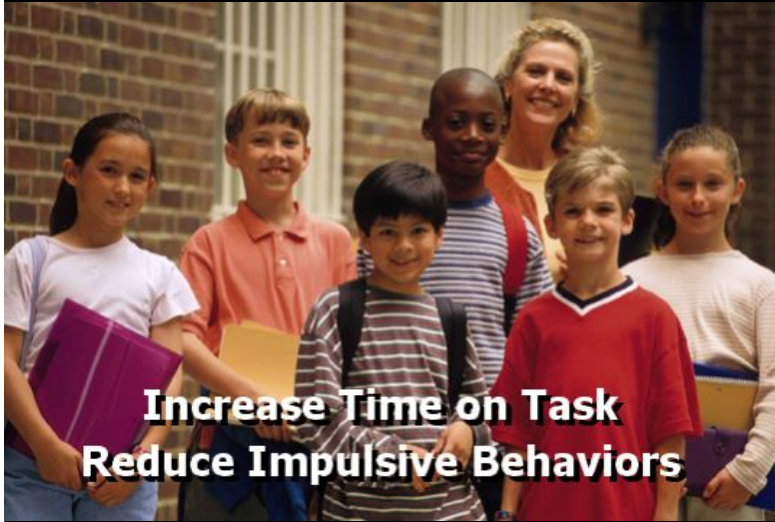


# Now There's Help for Students with Attention Problems



**Increase Time on Task  
Reduce Impulsive Behaviors**

"I have been in Special Education for more than 20 years. This is the best scientifically based intervention that I have seen to address attention issues."

Dr. Sam Dempsey, Executive Director  
Exceptional Children's Programs,  
Winston-Salem Forsyth Co. Schools

"This is the first behavior-based system that helps the child to understand and control both positive and negative habits on their own."

Dr. Jean Guertin, Ph.D.  
Educational Psychologist

"Play Attention proved to be a positive and reinforcing experience to reclaim the skills to learn."

Dr. Smith Goodrum, Ph.D.  
Clinical Psychologist

[www.SmartCoach.us](http://www.SmartCoach.us)

**For more information:  
sales@smartcoach.us  
410.312.5500**

**Play<sup>®</sup>  
Attention**

Exclusively Distributed By

**SMARTCOACH**  
Empowering Your Uniqueness

**A**t last, there's an effective, success based system that combines tested teaching methods and proven technology to help students improve attention skills, increase time-on-task and reduce behavior problems.

Play Attention measures brain activity and presents feedback in a video-game format. It improves student skill with attention-training techniques similar to those developed by NASA and the Air Force. Research shows this type of feedback significantly increases attention and response control. Play Attention will generate detailed reports reflecting your child's progress!

- Improves Student Learning
- Increases Concentration Skills
- Reduces Impulsivity and Disruptive Behavior
  - Trains Students to Stay On-Task
- Research-Based and Educator-Developed
  - Proven Feedback Technology
- Fun and Motivational Video Game Format

# "Play Attention® Puts Students in Control of Themselves."

Dr. Robert McGrattan, Principal

## How Does Play Attention Work?



Play Attention utilizes Edufeedback™ technology. Edufeedback teaches the student to control his or her attentive state in real time. The system features a special helmet with built-in sensors that measure brain activity associated with focus and cognitive processing. The brain activity is translated by the Play Attention Interface Unit so students can control educational video exercises through attention alone.

With coaching, the student learns to maintain this focused awareness, and learns what behaviors detract from it. Gradually, students learn to transition their focused awareness to educational objectives like reading and attentive listening in class. Each level focuses on a different educational objective, so students can learn the skills they need to succeed in the classroom.

Play Attention is recommended for users ages 7 to adult whose primary difficulty is paying attention. Results can be seen in as little as 15 hours, but it takes an average of 40 to 60 hours of training before results become permanent.

### Level I: Learning to Focus & Lessen Distractibility

The different activities in Play Attention's educational protocol teach the student to sustain attention for longer periods of time. The student starts by making a bird fly or a fish swim simply by focusing on the screen.

### Level II: Visual Tracking

Students who lack visual tracking have a hard time attending to a teacher moving around the classroom. In this level, the student moves a character around the screen by focusing on it. To score well, the student must maintain attention while watching the screen character's movements.

### Level III: Time On-Task

Many individuals with attention difficulties cannot stay on-task for very long. In Level III, the student tries to increase time on-task while building a tower of blocks. By focusing on the blocks, the

student carries them across the screen to build the tower. If the user falls off-task, the blocks stop or move backward. The student tries to complete the task within a given time parameter.

### Level IV: Short-Term Memory Sequencing

To activate this exercise, the student must focus on the blocks that light in increasingly longer sequences. Using color and sound cues, the user must repeat each sequence by touching the corresponding arrow keys on the keyboard. The goal is to increase short-term memory.

### Level V: Discriminatory Processing

This level puts the student at the controls of a cyber starship. While maintaining a high level of focus, the student must deflect only the white asteroids that fly toward the ship. The student must process information while reducing impulsive strikes.

## Behavior Management

Once the student masters the software, the coach may focus on behavioral goals. With the assistance of the coach, users can learn to control self-distracting or disruptive behaviors, such as calling out and fidgeting. Behavior management materials are also included to reinforce skills at home and school.

*"Finally, Play Attention brings hope to the thousands of children who have failed to meet their potentials."*

Dr. Jean Guertin, Ph.D.



## Play Attention Features:

Attention Training with Cutting Edge Technology  
Nurturing Academic Environment  
Certified Professional Instruction  
Behavioral Management Plan  
Detailed Progress Reports

