

### CASE STUDY : NEUROTRAINER

Taking performance to the next level through virtual reality

## CHALLENGE

Neurotrainer is redefining the fitness and wellness industry using cognitive neuroscience to pinpoint functions in the brain, wake them up, and exercise them, helping users become healthier and more fit.

**"They needed help putting their neuroscience exercises into a gamified environment using Virtual Reality to provide a fun, motivating way to train that makes athletes want to enhance their brainpower."**

FreeRange XR was enlisted to help design and deploy Neurotrainer as a standalone VR experience for use by College and Professional Athletes.

## SOLUTION

Made an Oculus Go product that could be easily used in gyms and athletic spaces.

Designed 5 tests that measure the athletes' key mental abilities, and a training game designed to improve them.

Created profiles for each individual, with ranking within their organization (people are competitive).

Partnered with a third party to pass performance data using AWS to an administrative dashboard for coaches and trainers.

## BENEFIT & OUTCOMES

- 🔥 **Neurotrainer VR proved effective and is now seeing explosive growth in the athletic industries.**
- 🏀 **Neurotrainer is being adopted for use by professional sports teams in Basketball, Baseball, Football and Hockey leagues.**
- ➡️ **Neurotrainer VR shows potential in the diagnosis and early detection of Chronic Traumatic Encephalopathy (CTE) for athletes using the training.**



*"We had a unique product with numerous idiosyncratic features. FreeRange understood what to build with little instruction."*

**- Jeff Nyquist, Founder of Neurotrainer**