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MIND GAME MONDAYS

NeuroSky
Brain-Computer Interface Technologies



MYNDPLAY

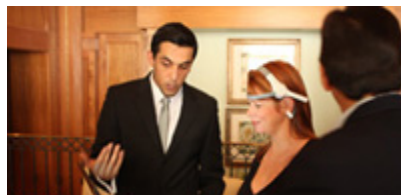
CASA DEL MAR
HOTEL BY THE SEA
SANTA MONICA

Hotel Casa del Mar Launches Mind Game Mondays Allowing Hotel Guests to Move things with their Mind

Casa del Mar partners with the world renowned technology company NeuroSky and MyndPlay to create a first of its kind interactive entertainment weekly series.

Los Angeles, CA, August 26, 2011 - Luxury Santa Monica hotel Casa del Mar is proud to be teaming up with the world renowned technology company NeuroSky for a unique interactive entertainment weekly series called Mind Game Mondays. Every Monday from 5:00 to 7:00pm, patrons will have a chance to test out the new and innovative NeuroSky technology that literally puts your thoughts into action on the screen.

Partnering with Casa del Mar, NeuroSky's latest brainwave sensing headset, MindWave, measures brainwave patterns, sending signals to computers programmed with games and activities and allowing the user to control the action on the screen by either their levels of focus or meditation. With this state of the art headset, two sensors - one resting on the forehead and the second (a grounding sensor) clipped to the ear - are used to measure the various brainwaves, controlling the results of the activity as the user is playing. Gamers can use their attention and relaxation to cause a ball to levitate or cause a



barrel to catch fire and explode, all through their state of mind.



Users will also have access to interactive videos and original movies with MyndPlay, a video platform developed by NeuroSky's partner, Treite Labs. MyndPlay is the world's first mind controlled media player, in which users have the ability to control the direction and outcome of a film or video. Featuring activities such as archery, bowling, tug of war, and multiple short movies, ranging from dodging a bullet to a paranormal thriller, MyndPlay brings an engaging and new level of interactivity with live motion.



Located at Casa del Mar's lobby lounge and bar area, up to three stations will be available on a first come, first served basis, complete with laptops and headsets for on-goers to experience.



What is MyndPlay and how does NeuroSky's technology work?
Click above to watch a MyndPlay introduction video on YouTube.

About NeuroSky, Inc.

NeuroSky, Inc. is the leader in Brain-Computer Interface technologies for consumer applications. 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. Grounded in over 60 years of medical research, NeuroSky's technology has taken proven research EEG (electroencephalograph) technology, and evolved it for application to the mass market by making it more user-friendly and cost-effective. Technological innovations include significant advancements in electrical noise reduction, dry-sensor development (rather than requiring a wet conductive gel), substantial "cost engineering" (reducing the price), and enabling the wearer to use it outside of a lab

(without the assistance of a doctor). NeuroSky's technology is currently used in Mattel's "Mindflex," Uncle Milton's "Star Wars Force Trainer," and BBridge International's "Brain Athlete," which helps an athlete get into the zone. www.neurosky.com

About MyndPlay

Based in the UK, Tre Azam is the Founder and CEO of MyndPlay, the world's first mind controlled media platform. He is also the Founder and CEO of Treite Labs, which has produced documentaries in over eight countries with topics ranging from politics to reality. In 2010, Tre embarked upon a new journey as he launched the MyndPlay platform which has been designed to revolutionise not just the way we use media, but the way media affects us on a much deeper level. Myndplay enables the viewer of a Movie or Video to influence and control the direction and outcome using only their minds. MyndPlay is designed to be the ultimate form of Brain Training as it incentivises use of the brain linked to linear focus and meditative calm, these are mental skills used in everything from sports to business in everyday life. www.myndplay.com

About Hotel Casa del Mar

Casa del Mar opened in 1926 as the grandest of the opulent beach clubs. It was renovated in 1999 and opened as a stylish luxury hotel following a \$50 million restoration by Edward Thomas Hotels, parent company to Casa and its sister property, Shutters on the Beach. The signature restaurant, Catch, offers innovative "market fresh" cuisine and spectacular vantages of picturesque sunsets in a comfortably elegant setting. A member of The Leading Hotels of the World, Hotel Casa del Mar is located at 1910 Ocean Way in Santa Monica, California, adjacent to the historic Santa Monica Pier. www.hotelcasadelmar.com

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