

# **Brain State** **TECHNOLOGIES®**

*The Leading System for Brainwave Optimization with RTB™*

## Company Facts

With 121 affiliated centers in 14 countries, Brain State Technologies® is the largest international provider of brainwave balancing services in the world. Providing a proprietary modality called Brainwave Optimization with Real-time Balancing™, offices affiliated with Brain State Technologies® provide the most advanced form of brainwave re-calibration available today.

People who are challenged by anxiety, sleeplessness, learning challenges, fuzzy thinking, addictions, post-traumatic stress disorder or a sense of hopelessness and confusion, find that Brainwave Optimization improves brain balance and harmony, delivering results more effectively, more quickly and less expensively than the older technologies of neurofeedback or biofeedback.

### Company Information

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### Our Theory

The brain is the control center for the entire body, including the autonomic nervous system which regulates our organs, muscles and overall physical well-being. Throughout our lives, emotional and physical trauma can cause brainwaves to become unbalanced, resulting in such behaviors as anger, depression, addictions, physical pain and illness and general disconnection or hopelessness. Brainwave Optimization™ restores the brain to its natural high-functioning state through a non-invasive process that requires no medication and is extremely quick and effective.

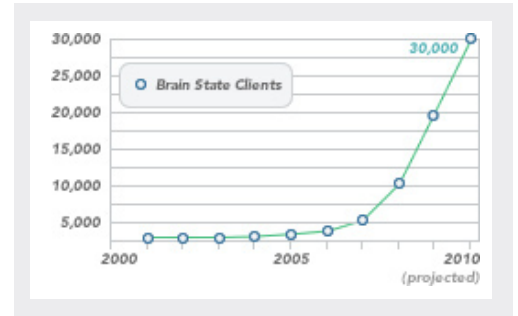
### What We Do

Combining the latest advances in neuroscience, neuroplasticity, computer technology, mathematics and physics, Brain State Technologies® offers a new way for people of all ages and conditions to overcome cognitive, emotional, - and physical challenges, and enhance overall performance and well-being.

A typical series of sessions takes place over the course of about one week, beginning with a non-invasive brain scan that identifies brain pattern disturbances, typically a result of an earlier emotional or physical trauma. The output is a “brain map” that identifies opportunities to re-balance brain patterns. Based on the individual’s map, protocols are identified (from a bank of more than 900 protocols) that will re-calibrate the brainwave functioning. The client relaxes in an anti-gravity chair, listening to pleasant sounds delivered via earphones. The sounds are the result of the client’s own brainwave energy converted to musical notes. Through the brain map, the client is able to “see” their own brain functioning, both before optimization begins and to view the results when the brain patterns have been balanced and harmonized.

## Who We Serve

Brainwave Optimization™ was first used in 2000 by inventor Lee Gerdes to reduce his own symptoms of post-traumatic stress disorder, suffered for nine years following a near-fatal assault. Today, nearly 30,000 people (from age 1 ½ to 100) have experienced Brainwave Optimization™ for a wide array of presenting conditions, including sleep disorders; anxiety, stress and depression; post-traumatic stress disorder, addictions; learning challenges; eating disorders, physical illnesses and brain injuries.



## Our Results

Extensive data for each client is maintained in order to monitor results. Brain State Technologies has the largest relational database of brainwave activity in the world. By understanding brainwave patterns across various populations and conditions, our research team is able to constantly make new discoveries that improve the quality of life for many. With nearly 30,000 clients, we find that more than 87 percent of clients meet or exceed their stated goals. Most report that they are sleeping soundly after one or two sessions and many who have battled depression, anxiety or addictions tell us that they are waking up each day with a measure of happiness previously unimagined.

## Headquarters

Our world headquarters offices are based in Scottsdale, Arizona at the Scottsdale Airpark. The Scottsdale campus includes a technology research and development center, a database management center, an education center and a client service center. Twenty-five full-time employees are located at the Scottsdale office.

## Affiliate Operations

Brain State Technologies operates an international network of affiliates with 121 centers in 14 countries. Affiliates are added each month. Currently, there are 82 centers in the United States; 17 in Canada; two in Mexico; 11 in Europe; three in South Africa and four in Japan. License holders receive all hardware, software, furnishing and forms required to launch a business and are authorized to use the proprietary Brainwave Optimization™ software at their location or via a mobile unit. They remain connected to Brain State Technologies® through integration with the client database and through daily software updates.

There are currently more than 250 individuals who have received certification through our education center in Scottsdale, Arizona.

## Leadership

Brainwave Optimization inventor Lee Gerdes is the founder and Chief Executive Officer. Peter J. Gerdes is Chief Information Officer and Acting Chief Operations Officer. Bob Brilon is Chief Financial Officer and Executive Vice President of Business Development. Sung Lee, M.D., M.Sc., M.Phil., is Research Coordinator.

*Brain State Technologies®, Brainwave Optimization with RTB™, Brain State®, Intellifier®, Intellipoint® Intellectrodes™, Intellisensors™, and Braintellect®, are all copyright© Brain State Technologies®. Unauthorized usage is in violation of various countries trademark laws. Brainwave Optimization with RTB™ is not intended to treat, cure, heal, or diagnose disease, mental illness or symptom. Brainwave Optimization with RTB™ is intended to balance and harmonize brain waves.*

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