

Press Release

NeuroNation goes International: Germany's leading digital health start-up for online brain training now multi-lingual

Berlin, 24. Juli 2014 – One app – eight languages. The leading online brain training NeuroNation is now available worldwide. Apart from App-Store-Features in Germany, Austria and Switzerland, Apple crowned NeuroNation's iOS-version the best new education app in Hong Kong, Singapore, and eleven other Asian countries. Going global is an important milestone for the Berlin Start-Up Synaptikon on their way to market leadership in digital brain health. As for Germany, NeuroNation has already established its top position with more than 300,000 members.

Additional Information and the Download of all media items at www.neuronation.de/presse

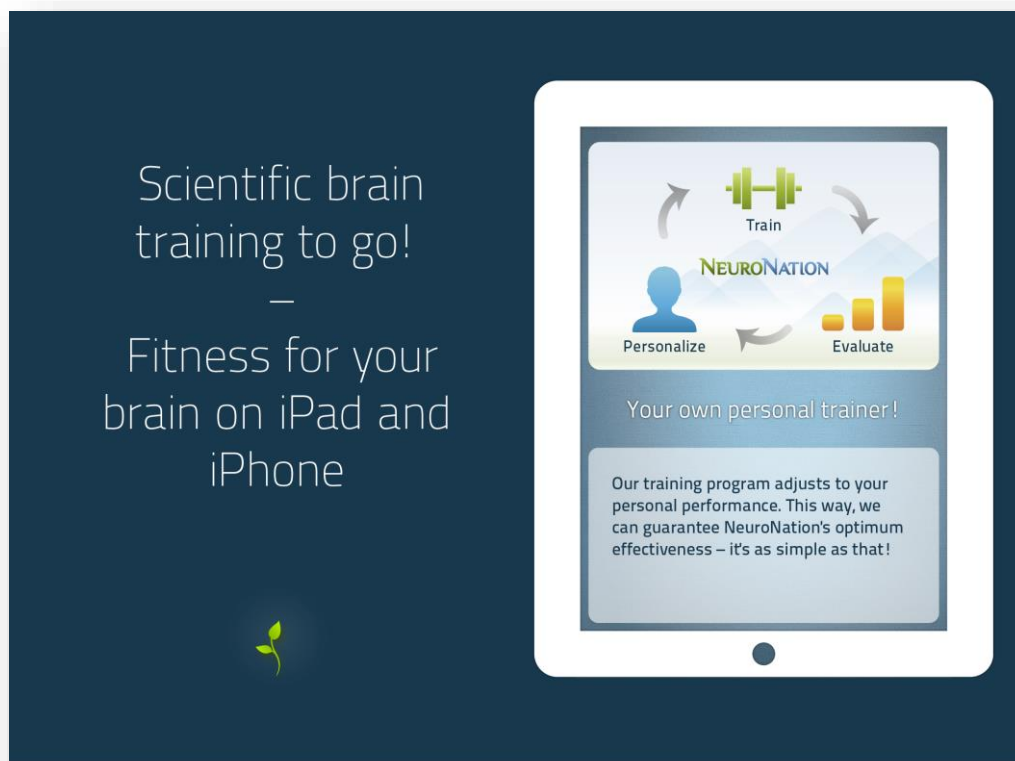


Image: NeuroNation-App for the iPad

NeuroNation's Internationalization

NeuroNation brain training is now available on the Apple-devices iPad, iPhone and iPod touch in German, English, French, Spanish, Italian, Portuguese, Russian and Turkish.

Synaptikon-CEO Jakob Futorjanski comments: "What made going global possible for NeuroNation was the positive feedback from our users. We are very excited about this step and take it as a testament to our brain training's high-quality and entertaining nature".

Additional approval comes from the German App-Store recommending NeuroNation as a "best new app" for the second time since its launch in April 2014. In Brunei, Cambodia, Hong Kong, Indonesia, Laos, Macau, Malaysia, the Philippines, Sri Lanka, Singapore, Taiwan, Thailand, and Vietnam, NeuroNation has gone straight to the top of best new education apps and saved the tenth place in best new apps.

NeuroNation's Unique Approach

Competition in the digital brain health market is fierce. NeuroNation's best practice combines a scientific approach with elements of gamification.

To create an effective, scientifically-based product, NeuroNation was developed in cooperation with leading neuroscientists and is updated to state-of-the-art studies on a regular basis. "To guarantee NeuroNation's effectiveness, the cooperation with the Freie Universität Berlin and the Technische Universität Dortmund is very important", Ilya Shabanov, one of the company's founders tells.

At present, NeuroNation is a highly personalized brain training perfectly adapting to its user's needs and potential. Elements of gamification ranging from individual progress reports to social-media-shareability increase the user's motivation for the training. For instance, members can share their top scores via Facebook or Twitter and compare their brain performance to their friends' scores. According to the research of Susanne Jaeggi, PhD, from the University of California Irvine, motivation is a vital ingredient of successful cognitive training.

Next Steps for NeuroNation

Hard work has paid off: Apart from distinctions such as the AOK-Leonardo-Award for digital prevention, the NeuroNation-App is currently used in preventive and rehabilitating projects. In cooperation with the Bremer Heimstiftung Nursing Home, NeuroNation supplies seniors with an adapted version of its brain training to strengthen their memory capacity. Another project entails the use of NeuroNation in the rehabilitation of stroke patients.

Jakob Futorjanski highlights: "Digital Health is an important growing market. By going global, we have shown that NeuroNation is ready to motivate people for the potential of brain training beyond the borders of Germany and even Europe".

The NeuroNation-Fitness-Test and other cost-free exercises are available on iOS in eight different languages. You can find additional courses and exercises on www.neuronation.com.

Please find additional information on NeuroNation's press site on www.neuronation.de. Interested journalists are provided with access to NeuroNation's premium membership with more than 60 exercises.

About NeuroNation: Successful Digital Health Start-Up from Berlin

With their product NeuroNation the Berlin Synaptikon GmbH has become Germany's leading provider for online brain training. Founded by IT-experts Rojahn Ahmadi, Ilya Shabanov and Jakob Futorjanski, the company launched NeuroNation in 2011 as an online platform, the apps for Android and iOS followed in 2014. At present, NeuroNation has 20 employees and is the market leader for digital health products in Germany, Austria and Switzerland. In 2014, notable partners such as the XLHealth AG with their strategic partner the CompuGroup Medical, the Spiegel Publishing House as well as Aeria Games-CEO Pascal Zuta joined NeuroNation as stakeholders. The digital brain health market is expected to expand to a volume of \$6bn by 2020.

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