

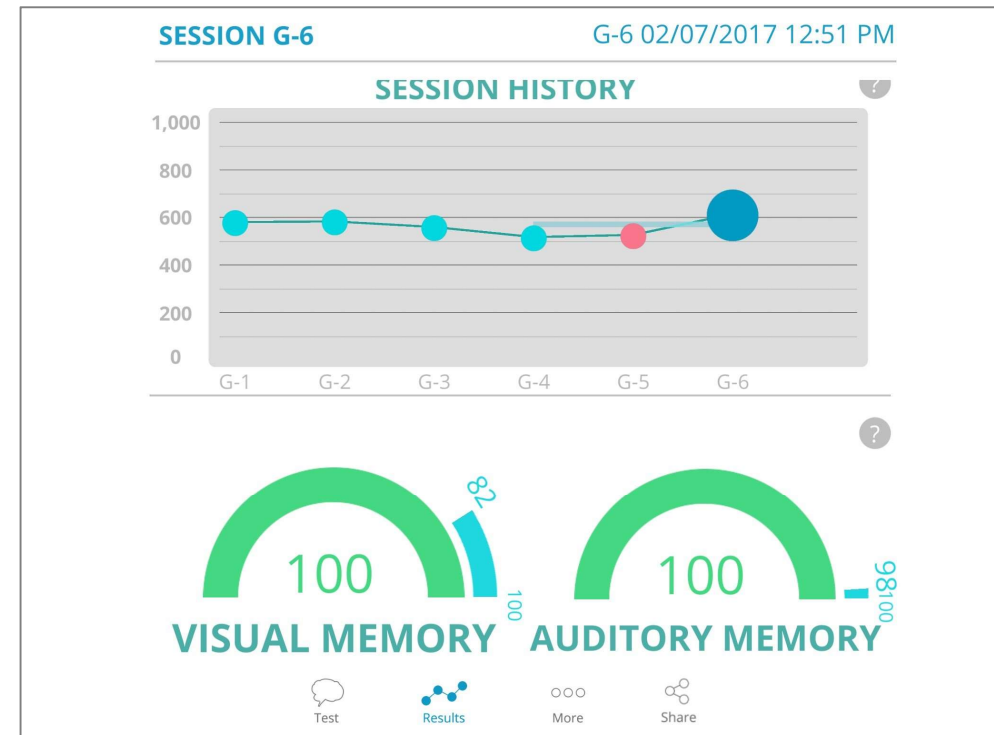
ROBERTO PRESS KIT

www.robortoapp.com

WHAT IS ROBERTO?

Roberto is a wellness-based, brain performance monitoring system in the form of a fun and easy to use video game that takes about 6 minutes to complete. Roberto is a guide for the consumer to gauge both positive and negative changes in cognition or motor ability that occur in daily life experiences. It's like a FitBit, weight scale, or blood pressure cuff. It is the thermometer for the brain.

WHAT CAN AFFECT BRAIN PERFORMANCE?	
Positive	Negative
Exercise	Sedentary Lifestyle
Mental Stimulation	Head Trauma
Proper Diet	Processed foods, sugar
Sufficient rest	Sleep deprivation
Socialization	No human interaction
Relaxation/Spirituality	Stress
Correct meds/dosage	Incorrect meds/dosage



WHO SHOULD USE ROBERTO?

Roberto can be especially helpful for anyone interested in monitoring brain health - including parents, caregivers, athletes, clinicians, youth sports organizations, business owners and seniors. It provides objective data that you can easily incorporate into your fitness or wellness plan because it only takes 6 minutes to complete.



Healthy – People who want to make sure they are healthy and are staying healthy.

Peak Performers – People who need to be their best because their job (or other people's lives) depend on it.

Injury Recovery – As the body and mind recovers from an injury, cognitive performance should improve.

Illness Assessment – In many cases, a decline in cognitive performance can be directly related to the onset of an undetected illness.

HOW SHOULD YOU USE ROBERTO?



Establish Normal Range

Use Roberto twice a week to establish your brain performance profile and to begin generating trend data. After four sessions a baseline Brain Performance Profile is created



Monitor RC21X Scores

Take Roberto sessions at different times of the day to determine how your own neurocognitive and neuromotor abilities fluctuate.



Track Lifestyle Changes

Roberto profiles generated over time can be used to determine what affects your brain performance and can be shared with your physician.

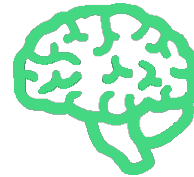
WHY USE ROBERTO?



FIVE

Hours per day is the time an average American watches TV.

Source: Nielsen 2014 Cross-Platform Report



322MM

Wearable devices will be shipped globally in 2017.

Source: Gartner Wearable Electronic Devices 2016



75%

of people with Alzheimer's have not been diagnosed.

Source: Alzheimer's Disease International



35MM

Kids in the USA between 5 & 18 play an organized sport.

Source: Alzheimer's Disease International



680K

People who suffer from TBI annually still have issues one year later.

Source: Journal of Head Trauma Rehabilitation



SIX

Minutes to complete a **Roberto** session.

HOW TO GET ROBERTO



<http://bit.ly/robertoapp>



http://bit.ly/roberto_android



http://bit.ly/roberto_amazon

CONTACTS

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