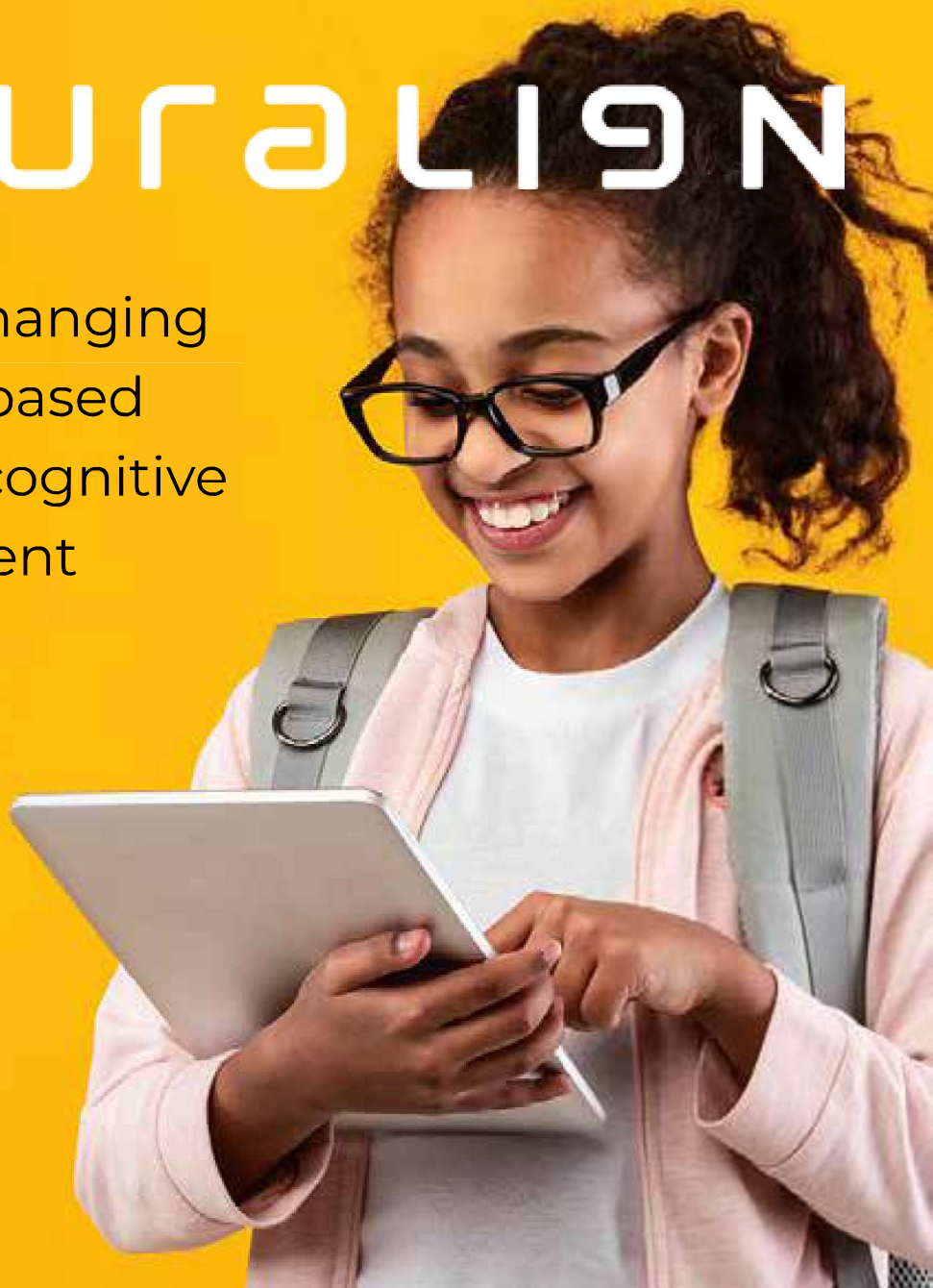


NEURALIGN

A game-changing
evidence-based
gamified cognitive
development
program.



WHAT IS NEURALIGN?

Neuralign is an evidence based computer program for people with learning difficulties, consisting of 15 weeks of targeted cognitive training and reading instruction.

Brain imaging has shown that typical readers use the left side of their brains in an interconnected and highly efficient way, whereas poor readers use both sides of their brains in a disconnected and inefficient way.

Neuralign is an unprecedented and engaging, process oriented program that uses fast moving graphics, differential sound and a multisensory approach to build phonemic awareness, graphonemic knowledge and language structure.

Our exclusive game-based platform keeps students engaged and motivated for the duration of the program.

Because everyone deserves a chance to love learning.

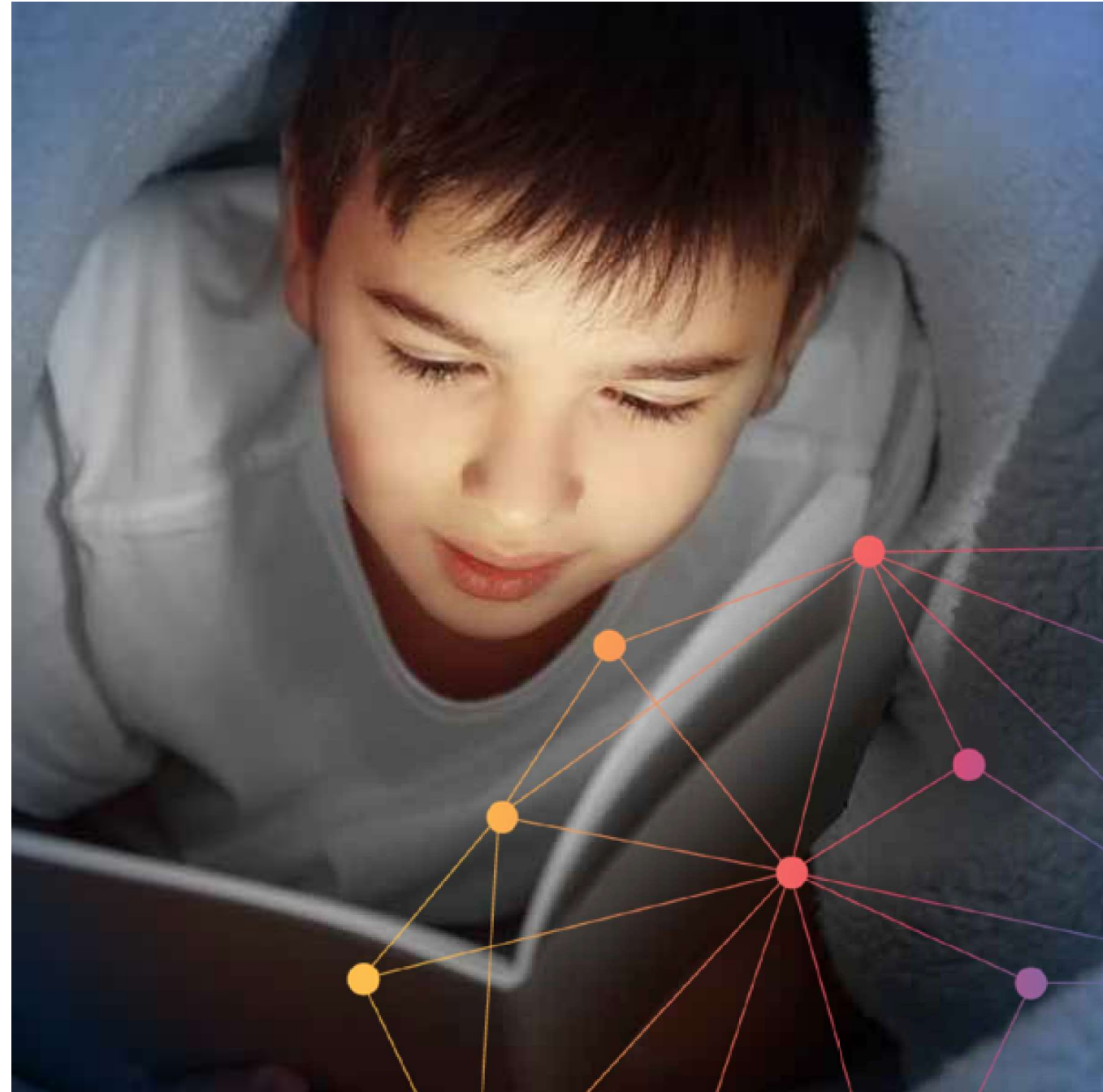


NEURALIGN FOR CHILDREN & TEENS

By grade 3 children are usually expected to be reading to learn, rather than learning to read, but reading remains difficult for up to 30% of students.

Neuralign is designed for anyone over 6 years of age who meets any of the following criteria:

- Their reading age appears to have reached a plateau and falls further and further behind with each passing year.
- They have been diagnosed with dyslexia or a learning disorder.
- They have trouble picking up the skill due to ADHD or ASD.
- They have difficulty carrying out oral instructions.
- They have poor reading, spelling or writing skills.
- They have good reading skills but can't recall what they've read.
- Their reading skills are normal but they feel discomfort or suffer from fatigue when reading.
- They have poor working memory.
- They feel uncomfortable looking at black letters on white paper, or white letters on a blackboard.
- They have eye movement control problems.

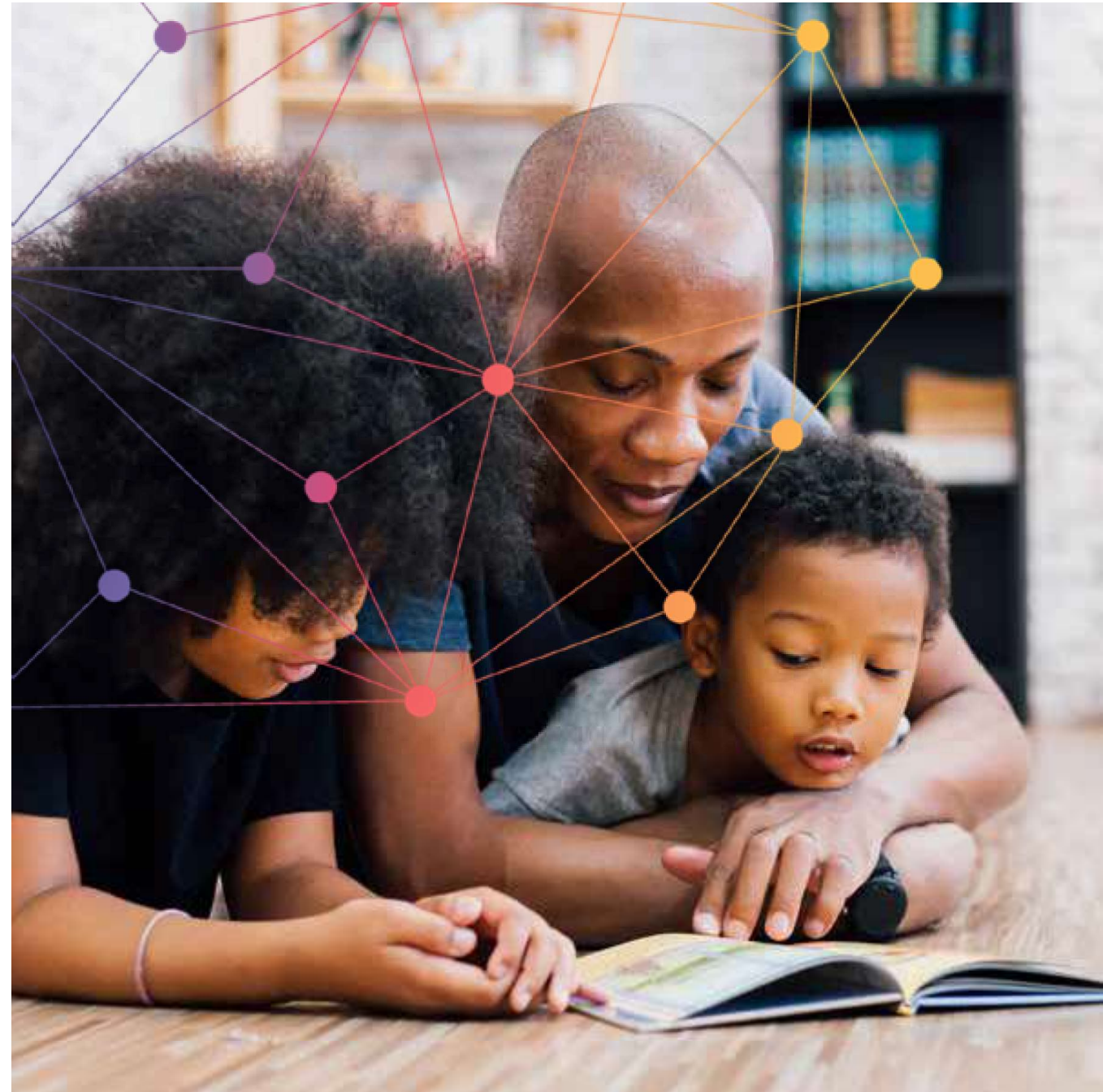


NEURALIGN FOR ADULTS

Many adults go through life struggling to read and spell, and develop alternative coping mechanisms. We are here to tell you that you don't have to! Neuralign helps adults who have struggled with reading to pick up the skill, which can lead to better post-secondary school results, or help advance your career.

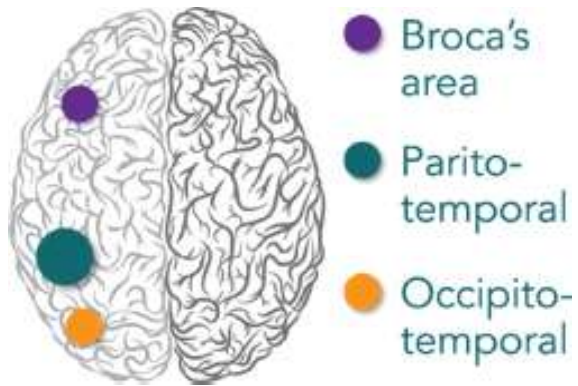
Neuralign is designed for adults who meet any of the following criteria:

- They struggled with reading or keeping up with their peers in school.
- They have been diagnosed with dyslexia or a learning disorder.
- They have trouble picking up the skill due to ADHD or ASD.
- They have difficulty carrying out oral instructions.
- They have poor reading, spelling or writing skills.
- They have good reading skills but can't recall what they've read.
- Their reading skills are normal but they feel discomfort or suffer from fatigue when reading.
- They have poor working memory.
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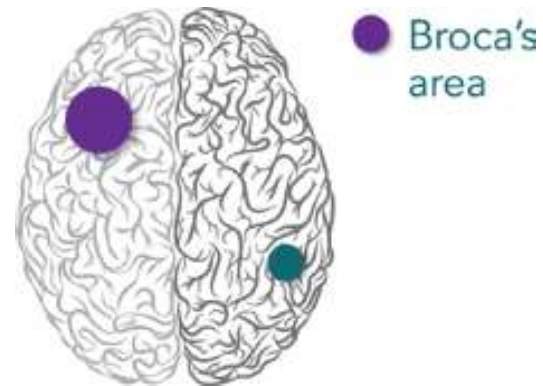


HOW DOES READING HAPPEN IN THE BRAIN?

TYPICAL BRAIN

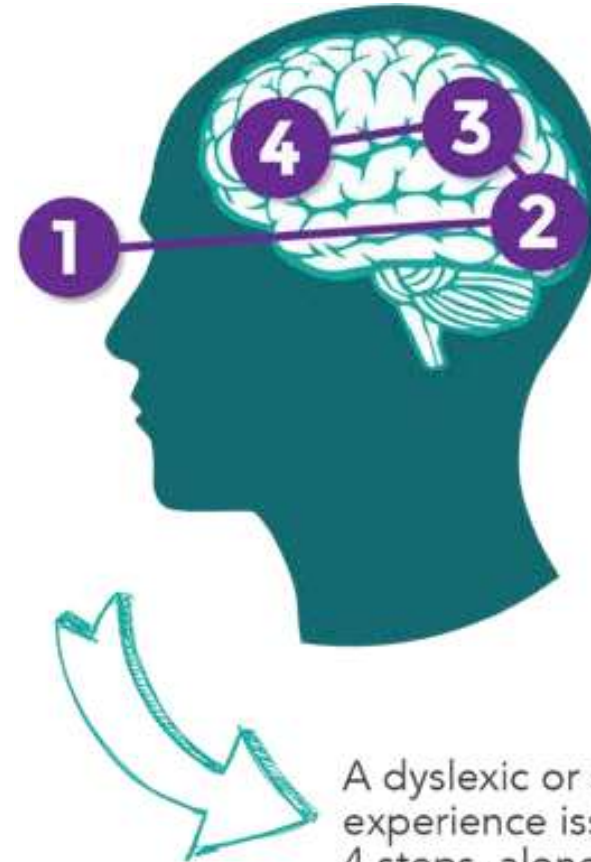


DYSLEXIC BRAIN



Typical readers use the left side of their brain, which is generally associated with language, to process reading. Visual processing, auditory processing (phonemes) and decoding all happen in a matter of milliseconds thanks to a highly efficient neural network.

Dyslexic readers rely more heavily on the right side of their brain, which is generally associated with spacial activities. The information travels farther and in a less organized manner, which can lead to information loss and mix-up, and slower processing. Because of this highly developed right side, dyslexics often excel in creative tasks.



- 1 Our eyes see the words we are trying to read.
- 2 Our brain processes the information delivered by our eyes (visual processing)
- 3 Our brain assigns sounds to the symbols it just processed (auditory processing, phonemes)
- 4 Our brain analyzes the combined sounds to create meaning.

A dyslexic or struggling reader can experience issues with any of these 4 steps, alone or in combination.

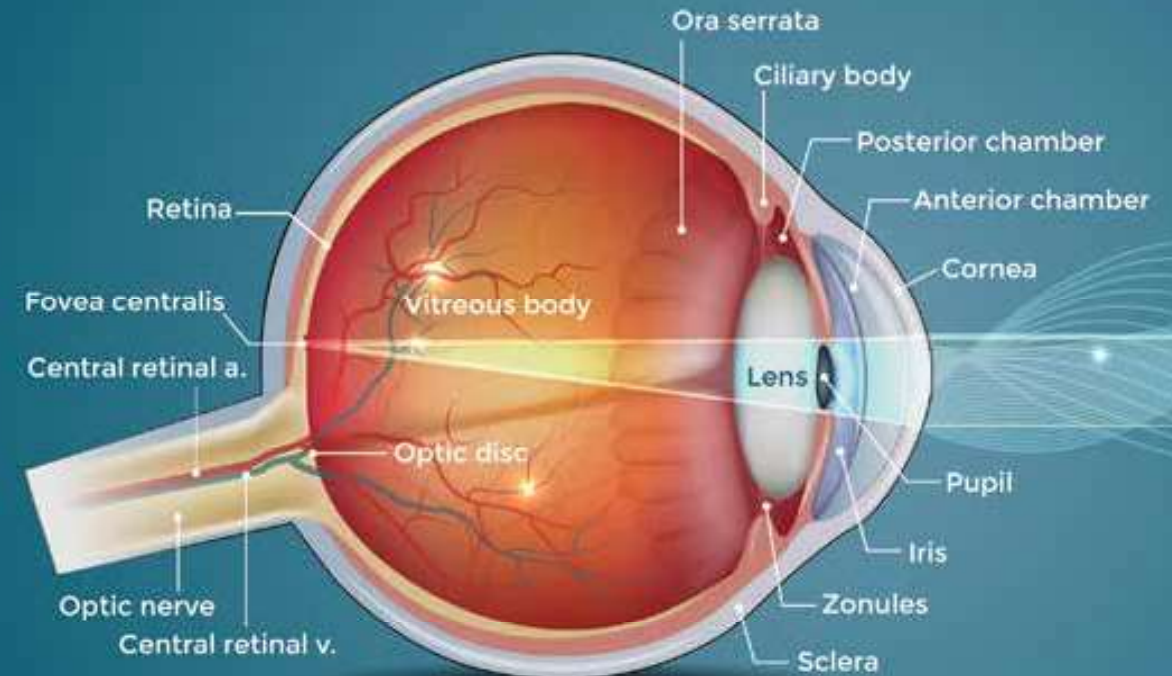
READING AND THE VISUAL COMPONENT

65% percent of the eye's receptive cells are located in the fovea. People with normal ocular motor control are able to keep their axis of vision aligned centrally to the fovea, and keep it stable while looking at fine stationary details (such as letters on a page.) When an individual is unable to do this it is referred to as "eccentricity", while movement in vision alignment is referred to as "instability".

A substantial percentage of individuals with reading difficulties can have a degree of eccentricity and instability in one eye or the other, or both, of varying severity. Ocular research has shown that eccentricity, depending upon its degree and its location on the retina, can reduce processing speed. This can create processing speed differences that make it difficult to synchronize visual and auditory processing.

Skilled readers start reading subconsciously in peripheral vision on their right. By the time the sentence being read reaches central vision, the sentence is largely understood. There is about a 50 millisecond pause in which the sentence needs to be checked and confirmed. Taking longer than 50 milliseconds causes the sentence to "drop out" of working memory, requiring the reader to go back to the beginning to start again. This is why every component of the visual system needs to be working at peak performance.

Neuralign uses brain plasticity principles in both the auditory and visual areas, identified by brain imaging research as being key causes of reading disorders including dyslexia.

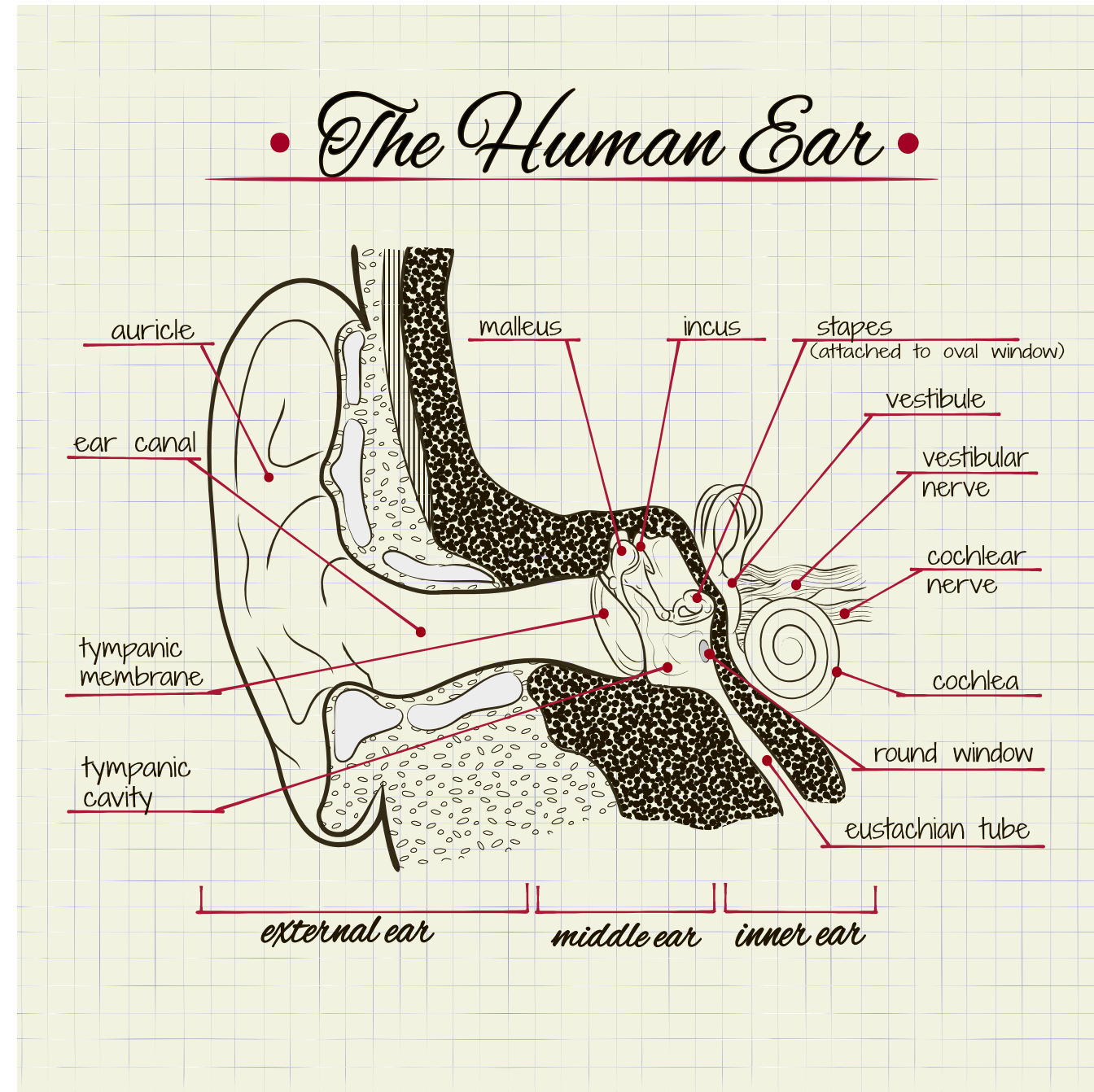


READING & AUDITORY PROCESSING

Auditory processing issues (not to be confused with hearing problems) often overlap with ADD/ADHD and learning disabilities.

If the brain is unable to identify and form sounds clearly and accurately, then it will not be able to build words from the sequence of phonemes a person is reading.

After our eyes visually process the symbols on the page, our brain has to be able to assign a sound to the symbols, and it has to be able to blend those sounds together to create meaningful words and sentences. When there is a glitch in this step, fluency and comprehension become impossible, and working memory kicks into overdrive to try to compensate for the inability of the brain to automatically convert these blended sounds into meaning. Reading in this constant state of sound-by-sound decoding is exhausting for the student.



HOW NEURALIGN WORKS

- **Leverages the power of engagement**
With exciting gameplays, points system and fun graphics.
- **Boosts phonemic awareness**
By separating words into individual sounds and gradually introducing blends.
- **Uses a targeted multisensory approach**
To create connections between the auditory and visual pathways required for fluent reading.
- **Process oriented**
Gameplays specifically designed to strengthen coding and decoding skills.
- **Improves eye movement control**
With gameplays designed to strengthen eye tracking in all directions.
- **Helps improve executive functioning skills**
Through multiple simultaneous demands, performance feedback and problem solving.



TESTIMONIALS

Peter is currently in grade 6 and was reading at a grade 1-2 level and struggled immensely with reading and writing. Peter gave up and was no longer trying. We were both in tears and fighting constantly in order for him to do his reading homework. Since he has been doing Neuralign we have seen a complete turn around in his attitude. Peter since starting Neuralign has also been very co-operative and doing his reading with no fights. It is very noticeable that he has gained confidence in his reading and is reading everything he can from signs and any other text that he encounters.

Sylvia

Gavin age 14, was diagnosed with dyslexia and then spent quite a few years at school in an intensive reading program that they offered, with little improvement to his reading but a great increase in his level of frustration. We started Neuralign this year. The program was easy, enjoyable and with no frustrations! What more could a parent ask for? It really was an answer to prayers. The results were amazing. Gavin has noticed that he understands what he reads and enjoys learning. He will actually read books, magazine and newspaper articles, and even equipment manuals. The joy of learning has been restored. It is wonderful to see how his self esteem has grown. I really hope that other families will be able to benefit from this wonderful program.

Conny and Howard

TESTIMONIALS

Honestly this program has been a lifesaver for our 9 year old son Rowan, and our family. Rowan has struggled in reading all his life. The school system had given up on him. They were willing to provide him with provisions for reading so that he didn't fall further behind in class but they were no longer going to teach him to read. As a parent that was unacceptable for us.

When we first came to this program Rowan use to have total meltdowns when it came to reading. He would scream that he didn't know how to read and basically refused and cried the entire time we were trying to read a book. Since starting the Neuralign program his self-esteem has improved as well as his confidence, and he no longer gets as frustrated with things not just reading related. Now he enjoys reading a book and will read other things as well, instead of having someone do it for him. He never wanted to read out loud in front of anyone, now he is proud of his reading skills and will read to anybody.

This program has made such a difference for him and our family life. We are so thankful to have found it!

Heather