

Study Shows That Salt Lake City Based Company Has Program That Enhances Brain Activity

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SALT LAKE CITY, Aug. 2, 2011 /PRNewswire/ -- There is a company nestled in one of the major canyons of the Salt Lake Valley that is making strides in helping activate a usually dormant area of the brain by rather unconventional means. Infinite Mind, creators of the eyeQ Speed Reading and Brain Enhancement program, has conducted an independent study in connection with Cal Tech Pasadena and discovered astonishing results by measuring the difference in brain activity as a person reads before and after using eyeQ.

Doctors at Cal Tech Pasadena used a Functional Magnetic Resonance Imaging (fMRI) to test the brain activity of a healthy native-English speaker. First, the study assessed the baseline activity of brain regions involved in word reading. The subject was given a series of words while simultaneously scanning his/her brain in the scanner. A typical network of brain areas was involved in reading meaningful words, including the visual cortex and Broca's area, which are associated the production and comprehension of speech.

The focus was then shifted to see how training with the eyeQ brain enhancement software changes the brain's response to reading. To test this, doctors then had the participant complete a 7-minute session of the eyeQ program inside the scanner, although no brain activity was measured during this time. After the eyeQ session was complete, the participant then repeated the same reading task that was given in the first phase of the test, but using new words similar in length and lexical frequency. Test results showed that the same area of the brain was activated after training; however, brain activity was now significantly higher in visual cortex and Broca's area. The visual cortex processes complicated visual patterns and is essential for the fast recognition of visual symbols, such as written words. Increased activity in this area suggests that the brain now devoted more resources to the visual cortex, which explains why eyeQ users a
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