

TODAY, WE ARE CONSTANTLY ASKED TO DO MORE WITH LESS.

More work with less time. More output with less budget. More family time with fewer distractions. We are striving hard for a balance in life.

Now, we are here to help. Macrotellect's team of pioneering Brain Computer Interface (BCI) experts focus on developing products and services that unlock the brain's potential and help you achieve peak mental fitness. We have always been fascinated with the unknown abilities of the human brain. Now, through harnessing this breakthrough medical lifestyle technology, the unknown activity of the brain is measurable, quantifiable and can even be trained to improve. Experts in the area of Brain Computer Interface (BCI) have noted the opportunities of BCI which have an immense market potential of over 10.7 billion USD.

WHO IS

MACROTELLEC

Macrotellect is at the forefront of this life-changing trend, leading the way as China's first ever company to industrialize BCI.

MILESTONES

2010

Macrotellect secured its

first round of angel funding.

AUGUST

Macrotellect established in Shenzhen.



DECEMBER

Macrotellect was selected as one of the Top 50 Most Innovative Companies in China by Fast Company.

Official launch of BrainLink (2nd Generation).

AUGUST

Macrotellect received China's CE Award 2014.

JANUAR'

Official launch of BrainLink (1st Generation).



APRIL

Macrotellect was selected as one of three recipients of the "Most Promising Startups" award at the China Daily Innovation Awards at the Global Sources Electronics Show.



MARCH

Jii Brainwave Smart Camera New Launch.

JUN

BrainLink Pro V2.0 new arrival.

BrainLink received the Apple
MFi certification, becoming the
first electroencephalography
(EEG) product to have received
this recognition from Apple.

2013



JANUARY

Over 20 Macrotellect apps were launched on the Apple App Store.

JUNE

Macrotellect's Founder,
David Lu, was selected as
one of the Top 100 Most
Creative People in Business
2015 by Fast Company.



FEBRUARY

Macrotellect won the first prize of the technical invention of the Ministry of Education of the People's Republic of China "Key Technologies and Applications of Psychological and Physiological Information Perception".



FOUNDERS



David Lu CEO/ Founder

David's passion is in creating easy-to-use products that help people manage their health and wellness in today's world of hyper-connectivity. His particular expertise and interest in brain sensing technology started while he was a postgraduate student at the Hong Kong Polytechnic University where he was inspired by the technology's effectiveness to help people relax and increase focus. Since then, he has been instrumental in spearheading Macrotellect's product development efforts to create BrainLink and BrainLink Lite, as well as exploring new products and services that empower people to achieve their peak mental fitness.



Ferris Wang

Coming from a banking background at UBS, Ferris was no stranger to long work hours and managing fatigue. After seeing the early prototype of what was to become the company's first product, BrainLink, she jumped at the chance to partner with her childhood friend, David Lu, to start Macrotellect. Ferris manages the financial operations of the company.

In order to ensure the scientific integrity of its products and services, Macrotellect has been devoted to the frontier exploration in the fields of neuroscience and brain-computer interface with universities, academic institutions and research institutions worldwide. Some research outcomes have been commercialized in products such as BrainLink and various mobile Apps.

Industry-University-Research Collaboration

Partner institutions in IUR Collaborations includes:

































BRAINLINK **TECHNOLOGY**

The advancement of wireless EEG (electroencephalogram) sensor technology is rapidly changing the way we interact with the world.







Today, BrainLink allow readings to be done completely non-invasively from the comfort of your home. They are simple and comfortable to wear, and are powered by lithium battery. They're also a very affordable. Modern EEG sensors translate brainwaves into action, which can be harnessed and used with apps that focus on health and wellness, education, and entertainment.

WHAT IS **BRAINLINK?**

BrainLink is a brainwave(EEG) sensing headband that measures user's brainwaves and translate (via Bluetooth) into actions with various applications on smart device. It helps users understand their brain better, which also can help them maintain and achieve their peak mental fitness at their own pace.

Safety&Certifications:







HOW DOES IT WORK?

Wear BrainLink Properly





Start by connecting BrainLink to the App on your mobile device via Bluetooth.



If it is the first time you use BrainLink, you will be led through a simple tutorial that ensures BrainLink is reading your brain signals correctly.



Take the Tutorial ● ● ● ●



Improve your brain performance.

BRAINLINK PRO

BRAINLINK LITE



Target Users:

- Children over 5 years old
- Yoga/Meditator/High-Pressure Group
- Athletes
- EEG Researchers



Target Users:

- Children over 5 years old
- Yoga/Meditator/High-Pressure Group
- Gamers



JII BRAINWAVE CAMERA



Key Functions:

- Free your hands
- automation clips
- Focus shooting
- Blink-photography by lifting eyebrows







OTHER PRODUCTS
AND ACCESSORIES

APPLICATIONS

Available in languages of Chinese, English, Japanese and Korean

> Search "BrainLink" to find more Apps

Macrotellect 30 Apps

Third-Party 146 Apps



BrainLink Tutorial

(iOS&Android)



8-Min Med

(iOS &Android)

Meditation exercise to relax and get neuro feedback report.



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/lind Sport

Zen Garden

(iOS &Android)

Relaxation Training.

Sports game for focus and relaxation training purposes.



.

powerful 'zone' like the state of mind

where you are mentally calm and

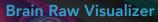
Get into the Zone: ZenZone

Helps you enter an enlightened and

totally focused on achieving your

goals.

(iOS)



(Android)

Provides charts and spectrum

representation of your brain's activity.



BrainZen - Train your Brain!

(Android)

Provides automated reports at the end of each training session or evaluation, allowing longitudinal client monitoring.

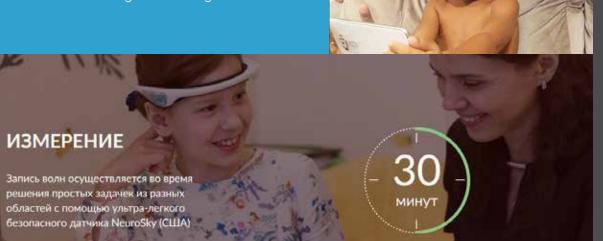




Android

COOPERATION

In Russia and Brazil, our clients use BrainLink to do talent assessment and cognitive training for children.





In **Germany** and **Hong Kong**, BrainLink is used as an adjunct to neuropathic therapy for children with ADHD. EEG feedback treatment of ADHD is effective, and can be reflected in clinical symptoms, cognitive levels and electroencephalography.



In Canada, UK, and the United States, BrainLink is used as the primary tool for brain training, helping people of all ages to train their brain through supporting related applications, improving brain abilities and nerve vitalities of trainees.

For Young people—Improving study performance at school. Preventing deflects of attention.

For Middle aged—Improving personal productivity and efficiency. Manage stress of adult.

For Elderly—Maintain sharpness and clarity of mind. Maintaining memories.





In **Brazil**, BrainLink is used as a fatigue testing tool for long-distance drivers.

HOW BRAINLINK BENEFITS OUR LIVES?

Through the use of BrainLink, we can understand our brain more. Furthermore, we are more in tune with our neurological and mental fitness. By following regular Neurofeedback training with BrainLink can help us unlock the potential of our brain, reshape our brain's neuro-connectivity, improve mental performance, and achieve wellbeing.









EVENTS & PRESS

David Lu Giving TED Talk on How Technology Can Make City People Calm.



BrainLink shows in the German science fiction movie "vEmotion".





Yongey Mingyur Rinpoche was reported by Time Magazine to be the happiest person in the world. He is also the Key Opinion Leader of "Joy of Living" organization. Inspired by Rinpoche, Macrotellect developed an app named "Joy of living" to help individuals achieve peak mental fitness.



HH Sfax CityHack Hackathon located in Tunisia was open to all people interested in healthcare innovation in 2016. Macrotellect was the sponsor of this event to help the participants build applications around brain fitness.



Worked with a University in Russia to create new teaching models that enhance the level of students' concentration through the use of Brainlink and Software.

MEDIA & REVIEW



Newest tech innovations galore at electronics extravaganza

By DEDNG YOUGH in Hing King

The latest victoal reality (VE) devices, smart home applicances, as well as disease: a sum of state-of-the-art; consumer electronics poolurts — will as on stinglar at the Global Sources 5016 Spring Trade Rose marting next Mondon

Producing name than TAOI booths, the three-movie event, to be staged from April 10 to 20 at Authoristic-less, though the temperature of the second personal systems to these said showcare the second personal personal for these audit society — Electronics, Gifts & Haster and Flathon.

State of thousands of buyers from

Note of thomsands of buyers from aure than 200 countries are expected to streed.

The show will start with the highly smaglic other (Solid Sourcest Electrica) is show As one of the world's largest electronics sourcing coston, it gathers exhibiting them the Chicage sumland, South Korea and across Aria, with their newest increasings to be displayed at 5,000 booths.

Global Secrets Electronies in shoot to begon to free phase from April 13 to feeturing home, office and auto shottening products, along with accutory products and slextronies compo-

Smartphoon, tablets, seamable devises and mobile accessories will be the force of Mobile Electronics – the second place of the Electronics show that will run from April 16 to 21. "Child Despire" continued efforts

"Gold Source" outlined efforts to bring the lotter product assigneds to the down deconstant our comtilized to methodic innovation and technology" and Tenney Wasg, project of Gold Source Excitneirs Coats.

In a bid to proped head immension development, the 2016 trade show will set up a Startop Laurelipud parliam for the second proc.



China Daily Innovation Award Winners Declared

Today, Macrotellect was one of three recipients of the 'Most Promising Startupa' award at the 2016 China Daily Innovation Awards. Presented by China Daily at the Global Sources Electronics show, the accolades recognized the outstanding entrepreneurial achievements each company has made, as well as their ongoing steps to redefine technology and business.

HK startups on right track

By FRANNIE GUAN or Fring Fung.

Hong Kong's growing pool of startup-enterprises, as well as those in the Pourt Niver Delta (PRS) region, is set to get a big life with the camplettian and appraising of major transport lacks between blong Kong and the materials.

Place uses thing, their ecosystem aloads to benefit terminalizedly when the much benefit terminalized of the place of the control of the cont

"Wher the XEL is completed in the conting three years, it will take only 35 minutes to travel from Kowleon to Sheemban and All minutes from Hong Kong to Guangation. The instrutution is emitting indeed," and Charles Sig. monetate director general of Investigat.

"Hong Kong and the PBD region have a comparative which is beroot what analysis and the PBD region of the state of the partial of the supervision worked and a supervision are close and a supervision are close and a supervision are close and a supervision are constituted as the supervision are close to the supervision are constituted as a supervision are constituted as a supervision are constituted as a supervision are close to the supervision are constituted as a supervision are constituted as a supervision and a survision manufacturing supervision and a survision medication growth as a survision medication growth as a survision for medication growth as a survision and a survision and

As Hong Keng creates an improved acceptance for startups, some young entrepressures from taken the phongs. According to fromtille, the name for of startups to the SAR has norn a 46 persons hurrance les for past alles toccides, with the high-tack soyter hasting the parcs of the store.

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Michael Seng, dissertor of the Ceistre for Indisaty Engagement and Internation of the triang Keng University of all Ceistres and Technology, said the PEGA as the world's handing clearmaica devige and meanthesteating hole, will sucknobbeely maintain its competition coign to the Semenshile Finance, adding in the summedial Finance, adding in the supports situations for Indisate Statements.

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China Daily Innovation Awards 2016



Analyst's Choice



BrainLink Appeared in Famous TV Show for Artist to Compete their Mental Strength

FAST @MPANY

David Lu (CEO) Won the 100 Most Innovative Businessman in China by Fast Company

PARTNERSHIPS

DISTRIBUTOR

PROJECT COOPERATION

CO-BRANDING PARTNER

Support provided by Macrotellect:



Software and hardware development



Sales and marketing support



Customized service



Business Cooperation: distributor@macrotellect.com

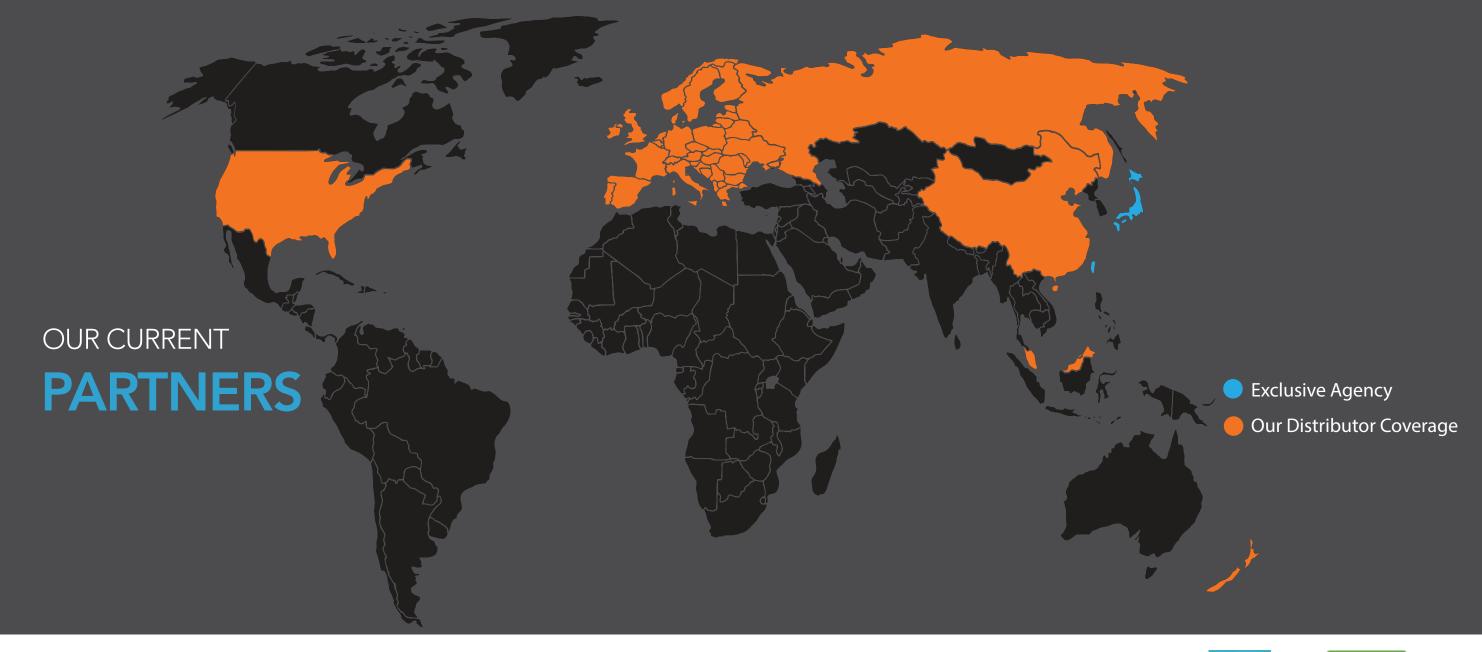








@Macrotellect























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