





WHO IS  
**MACROTELLECT**

**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.

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

# MILESTONES

2010

**AUGUST**

Macrotellect established in Shenzhen.

**JUNE**

Macrotellect secured its first round of angel funding.

2011

**JANUARY**

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

2013

**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.

**JANUARY**

Official launch of BrainLink (1st Generation).

2014

2015

**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.

**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.

2016

**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".

2017

**MARCH**

Jii Brainwave Smart Camera New Launch.

**JUNE**

BrainLink Pro V2.0 new arrival.

2018



# 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 MacroTellec'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  
CFO/ Co-Founder

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 MacroTellec. Ferris manages the financial operations of the company.

In order to ensure the scientific integrity of its products and services, MacroTellec 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:



Intel Labs



# 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.



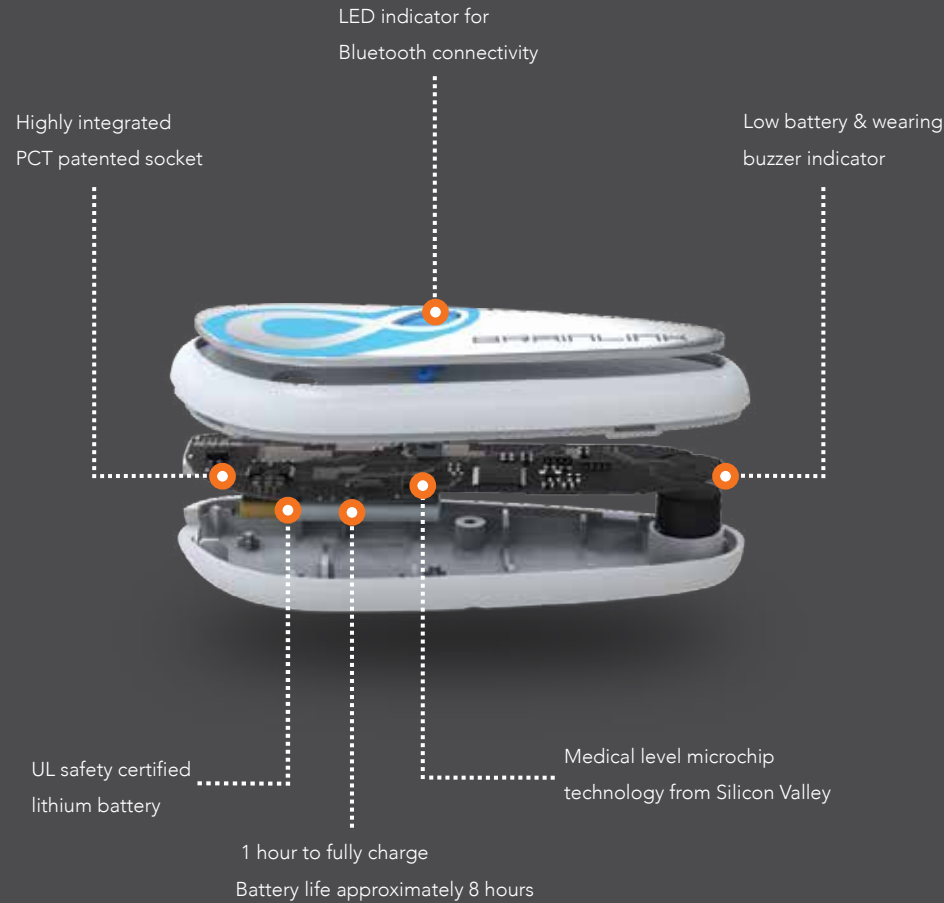
If it is the first time you use BrainLink, you will be led through a simple tutorial that ensures BrainLink is reading your brain signals correctly.



Take the Tutorial



Improve your brain performance.



# BRAINLINK PRO



## Target Users:

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

# BRAINLINK LITE



## 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

YOGA HEADBAND



USB RECEIVER MODULE



SPORT CAP



## OTHER PRODUCTS AND ACCESSORIES



# APPLICATIONS

Available in languages of Chinese, English, Japanese and Korean

Search "BrainLink" to find more Apps

## Macrotellect 30 Apps



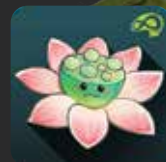
**BrainLink Tutorial**  
(iOS&Android)



**8-Min Meditation**  
(iOS &Android)  
Meditation exercise to relax and get neuro feedback report.



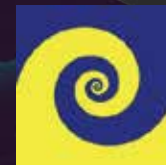
**Mind Sport**  
(iOS)  
Sports game for focus and relaxation training purposes.



**Zen Garden**  
(iOS &Android)  
Relaxation Training.



## Third-Party 146 Apps



**Get into the Zone: ZenZone**  
(iOS)  
Helps you enter an enlightened and powerful 'zone' like the state of mind where you are mentally calm and totally focused on achieving your goals.



**Brain Raw Visualizer**  
(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.



iOS



Android

# COOPERATION

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



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.



## ИЗМЕРЕНИЕ

Запись волн осуществляется во время решения простых задач из разных областей с помощью ультра-легкого безопасного датчика NeuroSky (США)



For Young people—Improving study performance at school. Preventing defects 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 **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 **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.



**KNOW YOUR THOUGHTS  
BE MORE**



# 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, MacroTellec 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. MacroTellec 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



China Daily  
Innovation Awards 2016

# PARTNERSHIPS

DISTRIBUTOR

PROJECT COOPERATION

CO-BRANDING PARTNER

Support provided by MacroTect:



Software and hardware development



Sales and marketing support



Customized service



Business Cooperation: [distributor@macrotect.com](mailto:distributor@macrotect.com)



@MacroTect



Analyst's Choice

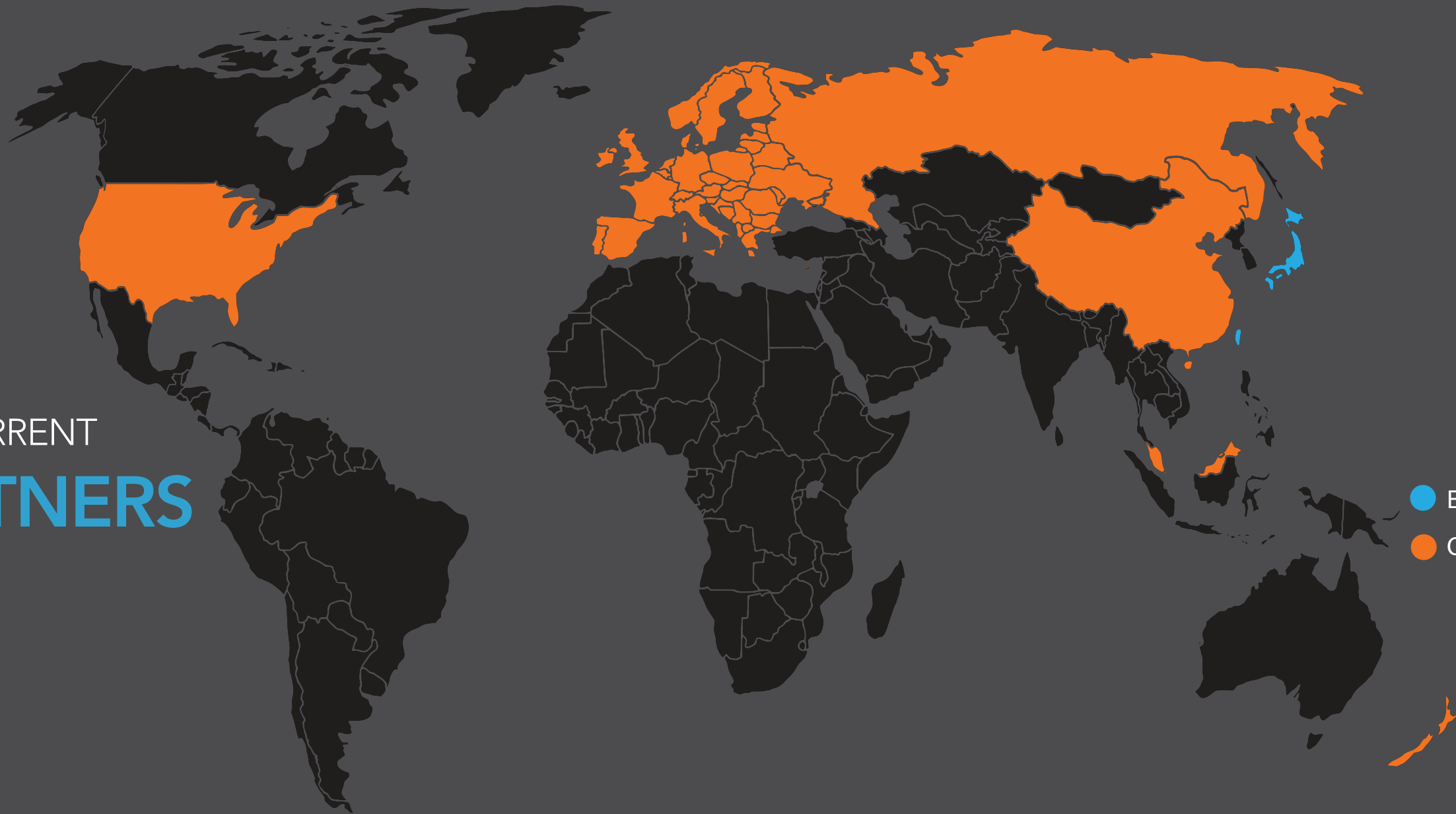


BrainLink Appeared in Famous TV Show for Artist to Compete their Mental Strength



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

# OUR CURRENT PARTNERS



- Exclusive Agency
- Our Distributor Coverage





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