

What is eyeQ?

BRAIN ENHANCEMENT? READING IMPROVEMENT? VISION THERAPY?

When asked, “what is the **eyeQ** program?” some people respond, “brain enhancement”, others “reading improvement”, and some will even say “vision therapy or eye training”. The answers are: yes, yes, and yes!

The **eyeQ** program was developed in Japan over the past 30 years by Dr. Akihiro Kawamura. Through extensive research and testing, he found that we can significantly increase our brain’s learning and processing ability through a series of high-speed imaging exercises which utilize both graphics and text.

Dr. Kawamura also found that our brains can be stimulated and improved by using techniques that push us out of our comfort zone. The eye training in each session strengthens the eyes and increases peripheral vision, allowing us to take in more material at once. The imaging engages more of our right brain, or the creative part of our brain. The high-speed imaging stimulates the neuro-pathways, strengthening the eye-brain connection and improving our thinking and reaction time.

EyeQ exercises the brain, improving mental processing, much like physical exercise helps athletes improve their performance on the court or on the field. With consistent exercise and weight lifting, an athlete becomes physically stronger. Similarly, **eyeQ** helps people exercise their brain, enhancing all mental activities. As with an athlete, these skills diminish without practice but never totally go away. Periodically doing a simple **eyeQ** session will keep you mentally fit and help retain your enhanced processing skills.

BRAIN ENHANCEMENT

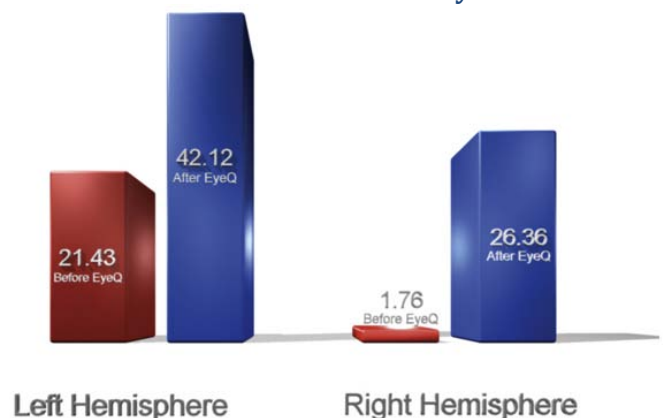
An independent functional MRI (**fMRI**) study of the brain reveals the power of **eyeQ**. The high-speed imaging in the **eyeQ** program awakens our right brain, increasing brain activity by as much as 1500% in as little as 7 minutes!

The graphs below represent the measured brain activity before (in red) and after (in blue) one seven-minute session of **eyeQ**. The left hemisphere of the brain analyzes and processes data in a logical and sequential order. The right hemisphere is more visual and is associated with creativity. Before **eyeQ**, the right brain activity is practically zero! After just one seven-minute session of **eyeQ**, the brain activity on both sides increases dramatically, along with an astounding growth in overall cognitive skills and processing efficiency. With **eyeQ**, this awakening radically increases the ability to absorb information quickly.

READING IMPROVEMENT

Dr. Kawamura found the easiest way to measure the power of **eyeQ** is through reading speed and comprehension. In less than a month, reading and processing speed will generally increase by 100%. For many, it will even triple or quadruple! This doesn’t mean skimming every page either. With **eyeQ**, you will be reading at a remarkable speed and will likely experience increased comprehension, typing speed, memory, and recall abilities.

fMRI Measured Brain Activity



Regarding reading skills, Dr. Kawamura’s research over the past thirty years in Japan mirrors the scientific research done here in America. Their collective research reveals that *skilled readers* display three major differences over *novice* or *poor readers*.

- The 1st difference is **Fixation Time**-- how long we look at a word before moving to the next word.
- The 2nd difference is **Fixation Span**-- how many letters our brain can process at a time.
- The 3rd difference is **Regression**-- how often we look back and reread what we just read.

Reading Skill Level	Fixation Time (in milliseconds)	Fixation Span (in milliseconds)	Percentage in Regression
Novice	300 to 400	3	Up to 50%
Skilled	200 to 250	9	10% to 15%

As illustrated on the above chart, *skilled readers’* **Fixation time** is much shorter than *novice* or *poor readers*. *Skilled readers* also have a much greater **Fixation Span** than *novice* or *poor readers*, averaging 9 letters at a glance versus 3 letters. **Regression** or rereading reflects that *skilled readers* reread material only 10-15% of the time versus up to 50% for *novice* or *poor readers*¹. **EyeQ** provides the tools that will quickly increase your reading skills.

VISION THERAPY or EYE TRAINING

The **eyeQ** program was developed to engage more of the brain when reading or learning. The **eyeQ** training strengthens the eye-brain connection, enabling users to see and process information faster while improving the eye’s ability to track efficiently. The eye exercises strengthen all six sets of eye muscles and generally increase peripheral vision.

That is why athletes love **eyeQ**! They not only improve their vision but also their reaction time. Near sighted users generally see an improvement in their vision and may need to have their eye glasses adjusted.

So yes, the eyeQ program is an effective tool for:

BRAIN ENHANCEMENT READING IMPROVEMENT VISION THERAPY or EYE TRAINING

The 7 minute imaging exercises and the two-point training in the **eyeQ** program seem simple, yet the results are profound! We challenge you to find a more effective, affordable, and easy to use program in raising standardized test scores in all subjects.

Practicing **eyeQ** for just a few minutes every other day will provide you with a life changing experience.

Contact us today to learn more about the power of **eyeQ**.

¹ “How the Brain Learns to Read,” by David A. Sousa