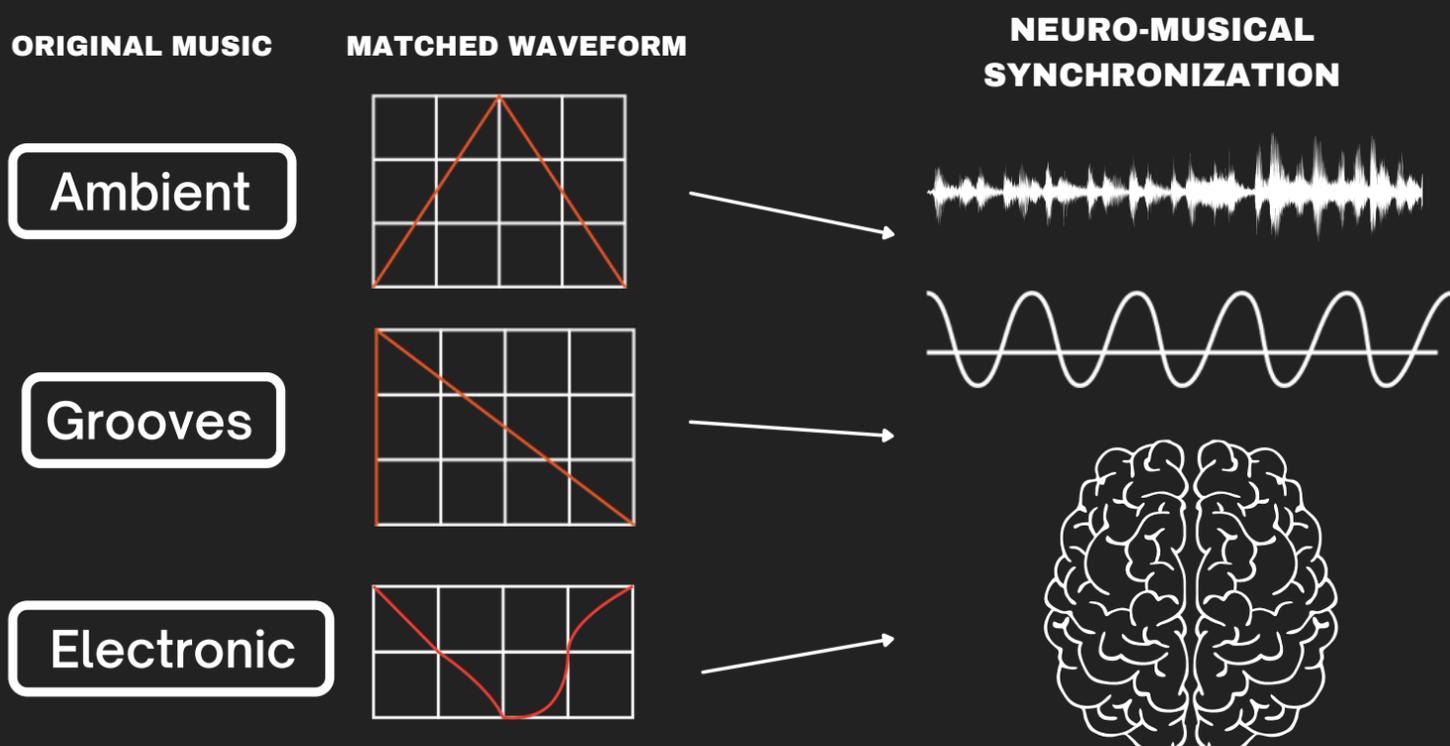


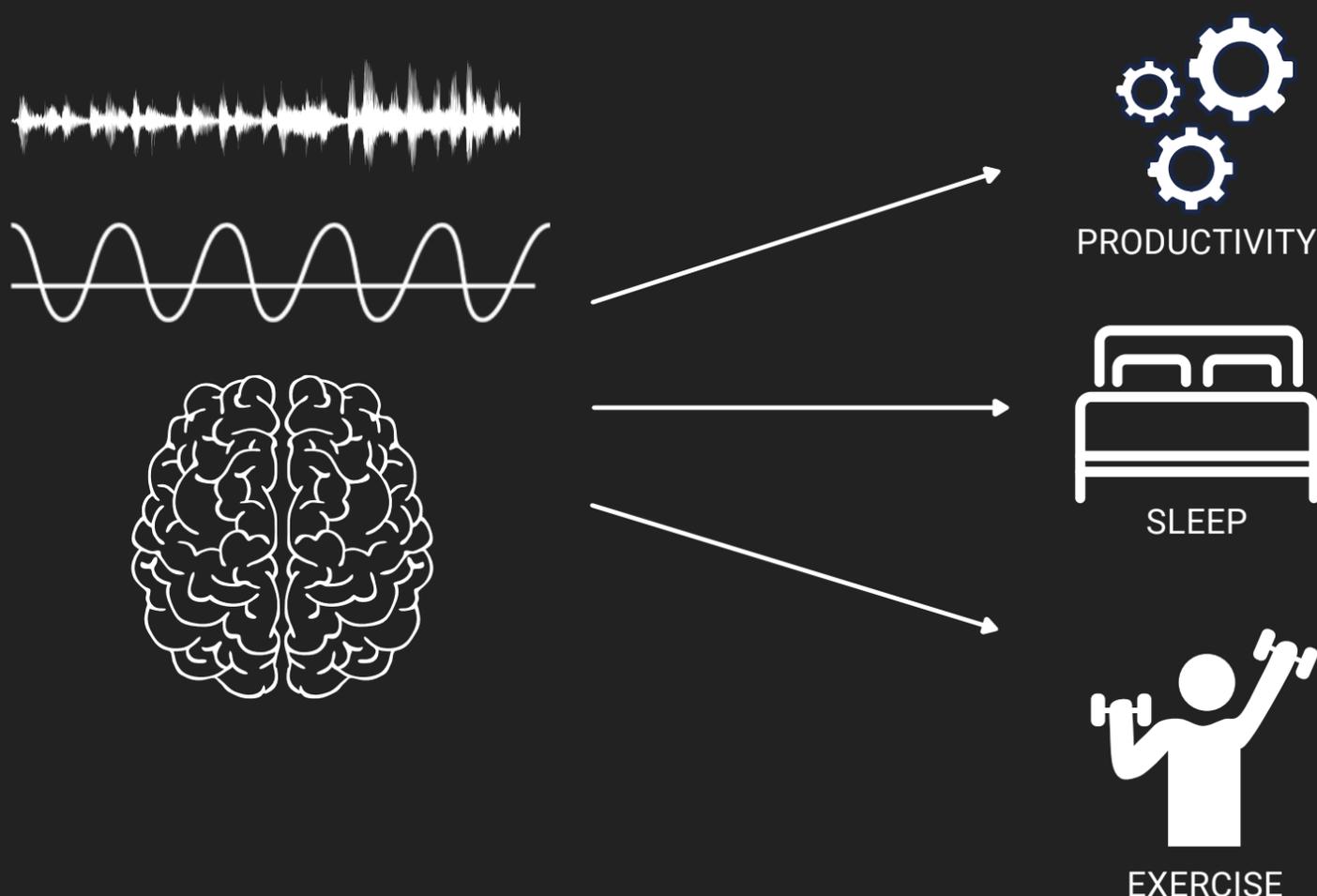
Evoked Response one-of-a-kind music

Study conducted by auditory scientist Dr. Matthew Sachs



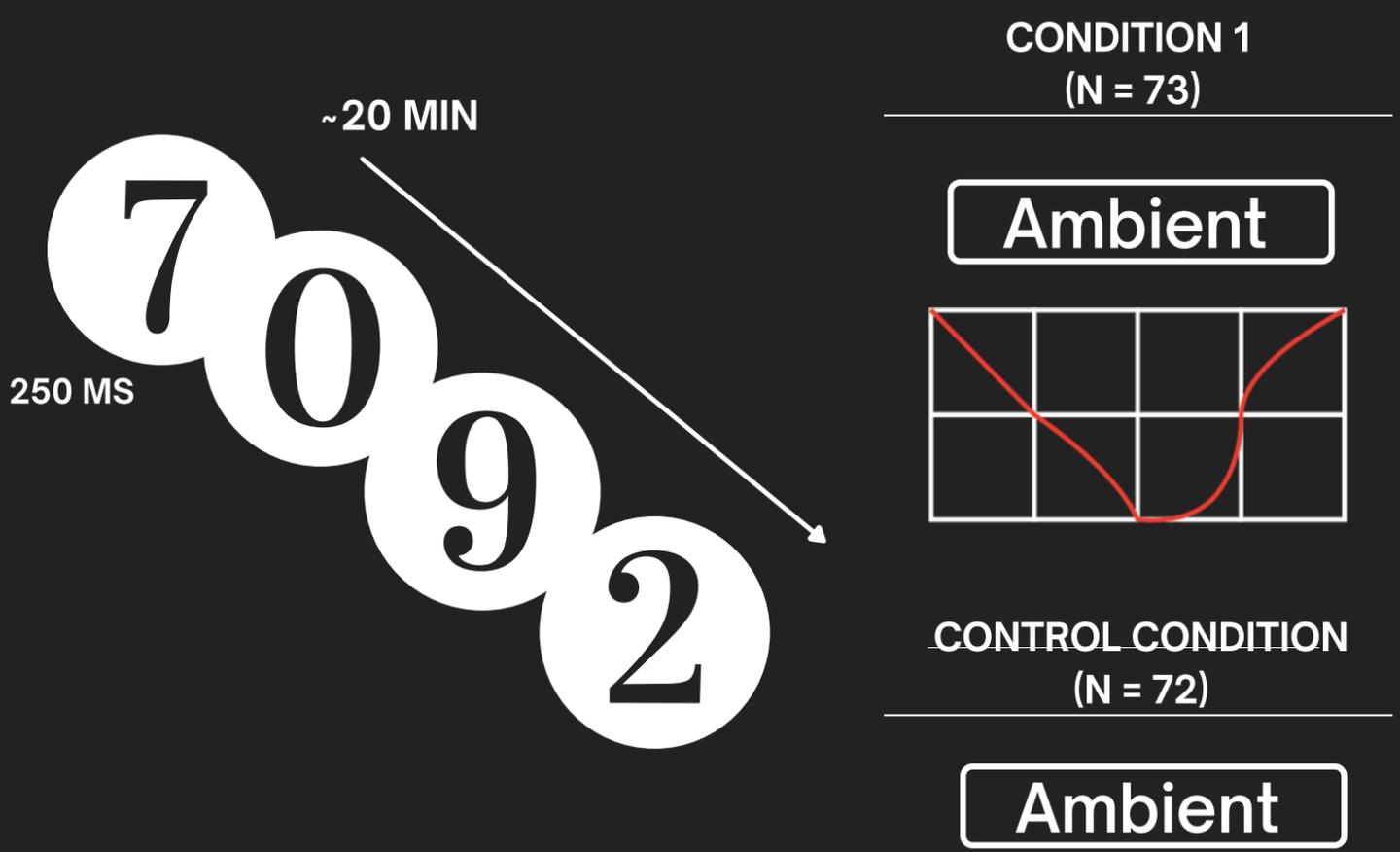
In order to increase neural entrainment of the music, Evoked Response combines original musical compositions of different genre along with masked waveforms of varying shapes and amplitudes

Testing the benefits of our music



We hypothesize that these novel compositions are able to modulate brain signals in such a way that influences a variety of every day activities, such as sleep, exercise, and productivity at work or on a task

The effect of Evoked Response's music on sustained attention



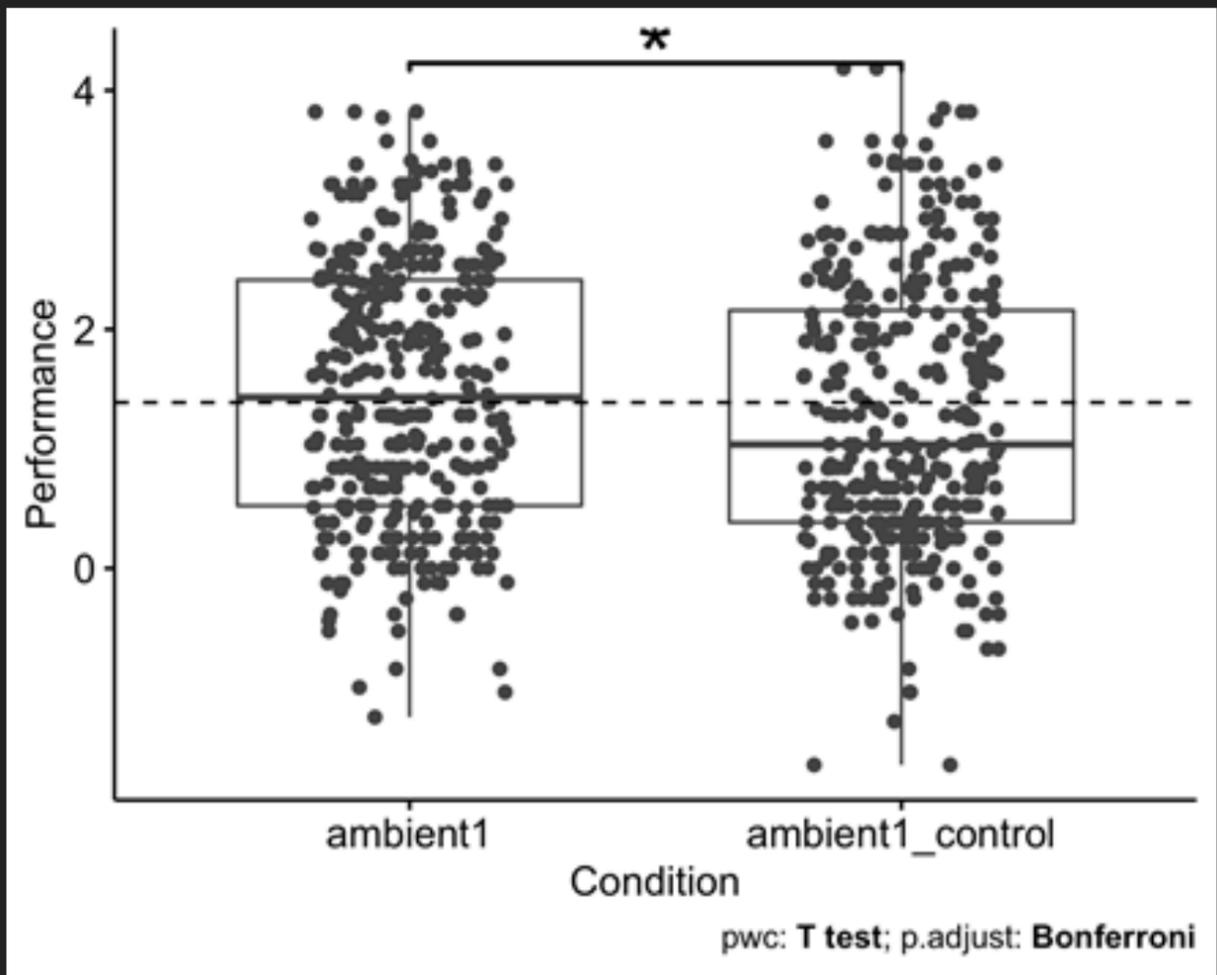
The first round of studies look at the effects of our unique music for focus. For this we use a well established psychological test of attention called the ***Sustained Attention to a Response Task***

Online participants were presented with numbers flashing on a screen at 250ms. They were told to press the spacebar as quickly as possible every time they saw a number between 1-9 and to withhold when seeing a 0

The task lasted **~20 minutes** making it very difficult to maintain focus, particularly in the later stages of the study

Half of the participants listened to Evoked Response music during the entire session and half of the participants listened to a control composition that was musically identical, but was without the addition of our unique waveforms

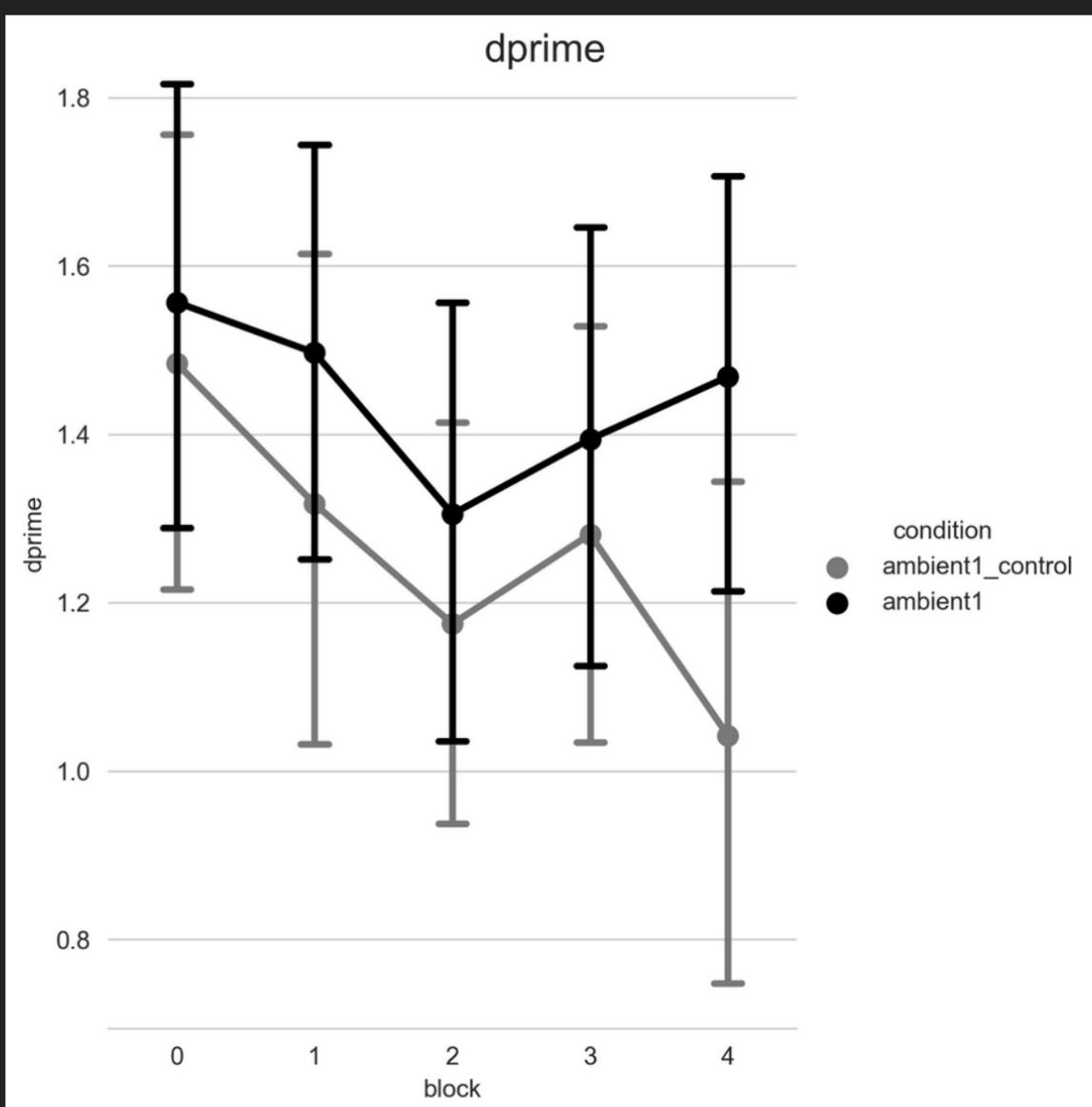
Participants who heard our music performed ~14% better on the attention task



Throughout the task, we compared performance between the group that listened our music and the group that listened to the control piece. We specifically used a measure of accuracy that considers both correct responses and correct rejections

Participants who listened to Evoked Response's piece *performed ~14% better overall*

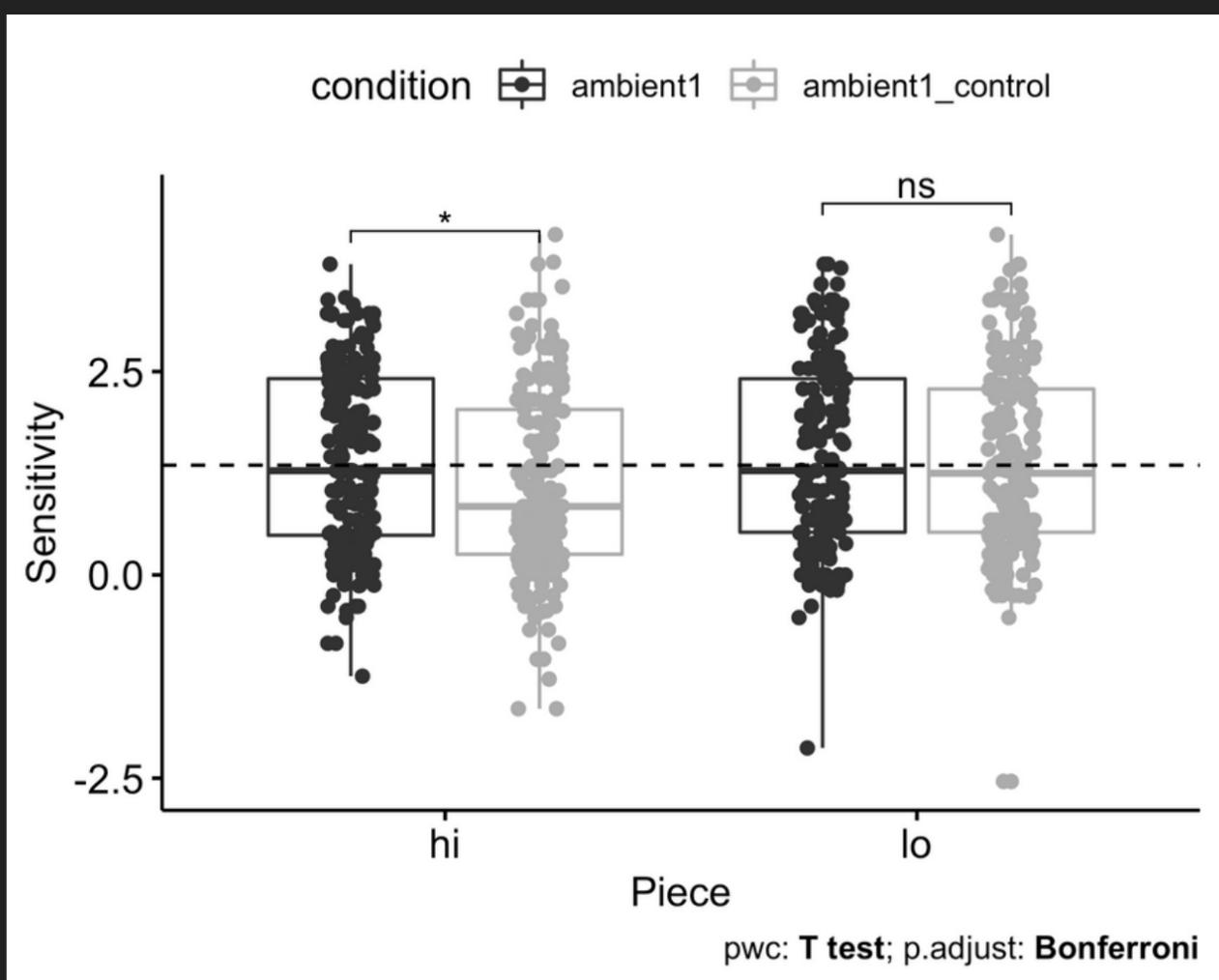
Participants who heard our music performed ~40% better by the end of the 20 minute session



When looking at these differences over time with the black bar corresponding to performance in the experimental group, the data shows that participants who listened to our music performed consistently better for the duration of the task, particularly in the last 5 minutes

The study continues in order to determine whether the music specifically affects certain groups of participants who may have trouble focusing. We measured the degree to which all participants showed symptoms of Attention Deficit Hyperactivity Disorder (ADHD) and other personality traits

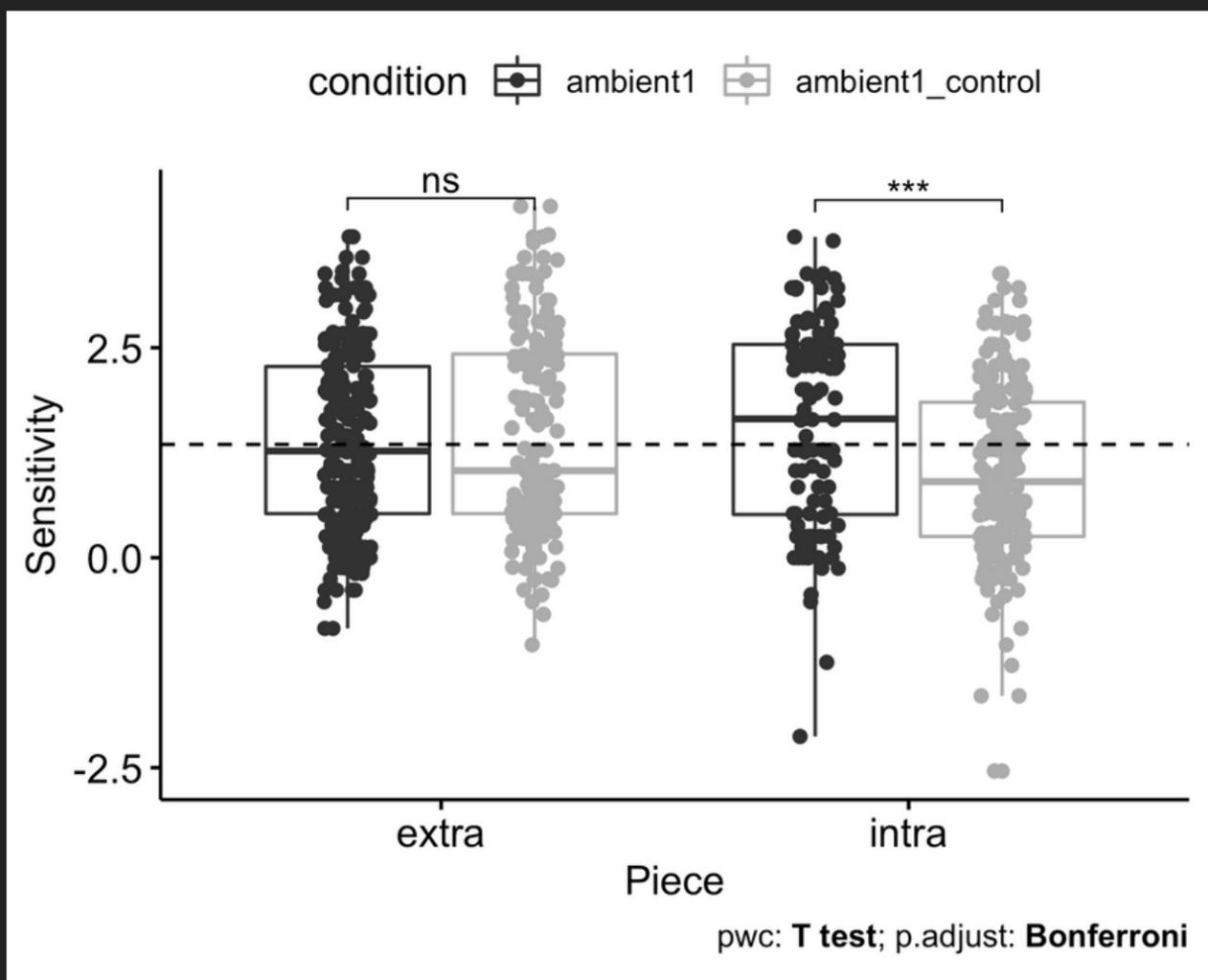
Participants with ADHD symptoms performed 30% better when listening to our music



The group of participants who had many symptoms of ADHD performed better on the task when listening to our music, suggesting that it may be particularly helpful for people who struggle with focus and attention

The following is a comparison between the responses of introverts vs extroverts when listening to Evoked Response's music

Introverts were particularly affected by our music; they performed ~50% better as compared to the control condition



We see that our music influenced task performance in another particular group of participants. More introverted participants performed better when listening to our music as compared to the control piece

This first round of studies provides preliminary evidence that our music is able to help improve attention, even after 20 minutes of intense focus. It provides further evidence that attention is improved in particular in groups of participants who may have trouble focusing

Future studies will test the link between neural entrainment to the music (measured with EEG) and additional effects on sleep, meditation, mood, and exercise