



What is Dakim BrainFitness?

Dakim BrainFitness is a scientifically-based, comprehensive, structured, brain-training program, that cross-trains the brain in six essential cognitive domains to improve memory now and protect brain health long-term. It can help revitalize mental acuity and has been shown in a clinical trial to improve memory, and strengthen attention, focus, and concentration. Studies have also shown that cognitive exercise can delay the most serious memory loss for those already diagnosed with mild cognitive impairment.¹

» Don't know how to use a computer... No problem!

Dakim BrainFitness makes rigorous cognitive exercise easy and fun to do, even if you've never used a computer. In fact, you don't need to know how to use a computer. Dakim's large touch screen means there's no mouse or keyboard, all you have to do is touch the big green button on the screen to start a session. Easy to follow instructions walk you through each step.

» To keep your mind vibrant and healthy and fight the threat of memory loss, here's what you should know...

The underlying changes in the brain that cause memory loss begin long before symptoms appear—as early as age 25. The risk for Alzheimer's and dementia begins around age 65, and by 85, half of the population is affected.

While a pharmacological solution is nowhere on the horizon, there are three simple but

effective things you can do right now to keep your brain healthy and reduce your risk of cognitive decline and dementia.

- Maintain your cardiovascular health—weight, blood pressure, and cholesterol.
- Get 30 minutes of moderate cardiovascular exercise every day.* What's good for the body is good for the brain.
- Give your brain a daily workout to help build the new neurons and synapses that form your protective cognitive reserve.

» What's your goal...

If your goal is keeping your brain healthy and fighting the threat of cognitive decline, you'll want a program designed to meet at least six specific objectives:

- Improving memory
- Building a protective cognitive reserve to defend against the threat of dementia, cognitive decline, and memory loss
- Heightening attention
- Enhancing focus
- Strengthening concentration
- Providing an enjoyable experience

With so much at stake... It's worth asking a few questions. Let's take a close look at Dakim BrainFitness.

» Is Dakim clinically tested?

Yes! A published clinical trial conducted by UCLA's Semel Institute, shows Dakim BrainFitness significantly improves memory, both immediate and delayed, and language skills as it strengthens attention, focus, and concentration!

» Does Dakim provide a broad-based, comprehensive workout, and does it adjust to my abilities?

Yes! Every day, we ask our brains to perform many tasks, each drawing on areas of the brain called cognitive domains. Dakim BrainFitness exercises the six most essential domains. Scientists believe a cognitive reserve is built when different parts of the brain are exercised in new and different ways. It's that cognitive reserve that scientists believe helps us fight memory loss.

Dakim integrates nearly 100 different game formats—and thousands of scientifically based exercises—into a comprehensive program. Dakim's patented NuroLogic™ Technology optimizes the therapeutic benefit and the user experience of every session. It selects exercises from each of the six cognitive domains to ensure you get a comprehensive workout, and self-adjusts the level of challenge in each domain so every user receives a workout that precisely matched his or her individual abilities. It's never too hard or too easy.

Dakim BrainFitness spans six crucial cognitive domains:

Long-term memory is the storehouse of factual knowledge from schooling and experience.

Short-term memory relates to the storage and retrieval of new information. This ability declines with age, but studies show that regular practice and the use of strategies for remembering can help keep it limber.

Language is essential to understanding, decoding, responding to, organizing, and processing written and verbal information.

1. Hall C., et al. Cognitive activities delay onset of memory decline in persons who develop dementia. *Neurology* 73:356–361, 2009.

2. Miller K., et al. Dakim BrainFitness: A computerized cognitive training program for older adults. *Am J Geriatr Psychiatry*, 21:7 July 2013, 655-663.

Computation skills are important in everyday activities and reside in the areas of long-term memory and critical thinking.

Visuospatial ability is the perception of spatial relationships among objects.

Critical thinking involves the ability to evaluate, interpret, and make inferences based on systematic and analytic reasoning. It also includes the mental control to hold information in your head while manipulating it—an essential skill to practice if your goal is to improve brain power.

» **Are Dakim's exercises enjoyable?**

Dakim's philosophy of brain fitness can be boiled down to two simple truths:

- Even the best scientifically based brain-training exercises are worthless unless you actually do them!
- People only do what they enjoy.

The underlying concept for Dakim BrainFitness rests on the latest cognitive therapy and was developed with our panel of noted neuroscientists, led by Gary Small, M.D., Director of the UCLA Memory and Aging Research Center.

"Entertaining...engaging...inspirational..." are just some of the words players have used to describe our games. Dakim's brain games feature vibrant imagery, movie clips, music, humor, storytelling, and sophisticated, imaginative game formats, our exercises are the most fun you can have with your thinking cap on!

» **Is Dakim designed for long-term use?**

Maintaining cognitive health is a lot like maintaining physical health—to reap the rewards you have to put some effort into it.

That's why Dakim BrainFitness is structured to provide ongoing, comprehensive brain training that's fun so you play not because you have to but because you want to! And it's why Dakim BrainFitness regularly and automatically downloads and installs new exercises via the Internet—keeping the experience fresh and exciting so you stay motivated to keep playing and building that all-important cognitive reserve!

» **The bottom line... Dakim has it all!**

In order to help you improve your memory as you strengthen your attention, focus, and concentration Dakim BrainFitness:

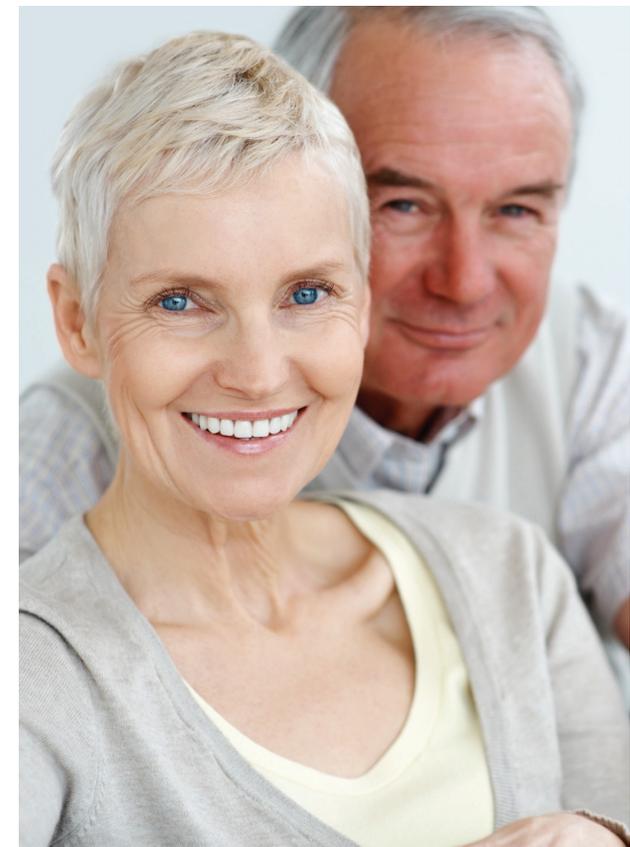
- Cross-trains in six essential cognitive domains
- Adjusts across five levels of challenge in real time to give you an individualized workout
- Is designed for long-term use
- Offers more than 100 scientifically based exercise formats with thousands of individual exercises that are truly fun
- Automatically downloads new activities to keep the experience fresh
- Takes just 20 minutes three to five times per week.



Your mind matters™

© 2014 Dakim. Dakim, BrainFitness, NeuroLogic, Technology, and Your mind matters are trademarks of Dakim, Inc.

Dakim, Inc.
2121 Cloverfield Blvd.
Suite 205
Santa Monica, CA 90404
(800) 860-7810
info@dakim.com
www.dakim.com



**What you can do to
protect and maintain
your brain health**

*The only clinically tested brain fitness program
created specifically for people over 50!*

