

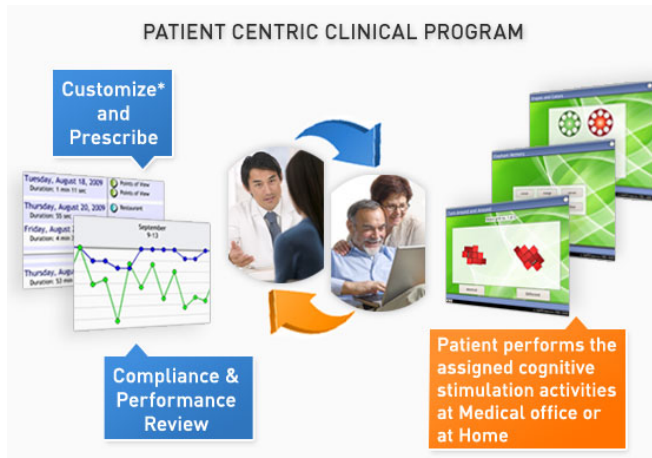
# HAPPYneuron Launches Beta Program for Innovative Cognitive Rehab Tools at AMIA Conference in San Francisco

**HAPPYneuron PRO delivers clinicians and researchers with online cognitive rehab tools for cognitive impairments caused by Alzheimer's disease, Traumatic Brain Injury, ADD, Schizophrenia and more.**

**Mountain View, CA, 16 Nov 2009** - HAPPYneuron announces the launch of HAPPYneuron PRO, a suite of online [cognitive rehab tools](#) for a variety of cognitive disorders at the American Medical Informatics Association (AMIA) conference in San Francisco, California, on November 16-17, 2009.

A pioneering brain training and rehabilitation solutions firm, HAPPYneuron introduced its PRO platform, which delivers controlled rehabilitation treatments for impairments caused by neurotrauma, neuropsychiatric or neurodegenerative conditions including Traumatic Brain Injury, Depression, Schizophrenia, Mild Cognitive Impairment and Alzheimer's disease, Stroke, ADD/ADHD and more.

HAPPYneuron PRO provides a series of [cognitive stimulation exercises](#) in the form of interactive flash games, each with multiple controllable variants, designed to target a particular set of cognitive functions and to heighten patient engagement. Cognitive skills rehabilitated include memory, attention, language, visual-spatial skills, executive function and all the related sub-brain functions.



Designed by leading neurologist Bernard Croisile, MD, PhD, reviewed by a wide range of clinical professionals, and validated by researchers, the HAPPYneuron PRO cognitive rehab tools leverage the power of the Web to deliver improved case management and objective measurements of the [cognitive rehabilitation](#) process. Patients benefit from an engaging rehab experience, supplemented with at-home participation.

"The HAPPYneuron PRO exercises are adapted from the successful game designs that have been validated by millions of HAPPYneuron users worldwide, thereby offering proven engagement for rehab patients," says Laura Fay, CEO, HAPPYneuron, Inc.

Through the professional Web-based interface, the clinician or researcher can customize the treatment program, monitor patient compliance and performance, and supplement in-office rehab with in-home exercises, thus reducing cost and facilitating a more patient-centric rehabilitation program.

“The advantage of the HAPPYneuron PRO platform is that it allows individuals to receive a more consistent dose of cognitive enhancement, thereby enabling the flexibility to design innovative research studies not previously possible.” said Christopher R. Bowie, PhD, Dept Psychiatry & Psychology, Queen’s University, Ontario, Canada.

The HAPPYneuron PRO cognitive rehab tools are available in a range of [membership](#) levels suitable for individual therapist practices and large hospital systems alike. [Free trials](#) are available for all qualified professionals during the beta program phase. To learn more, visit [www.happy-neuron-pro.com](http://www.happy-neuron-pro.com)

**About HAPPYneuron, Inc.:** A pioneer in brain training and rehabilitation solutions, HAPPYneuron offers a broad range of scientifically validated, personalized programs in multi-media formats for children, adults and seniors. HAPPYneuron was co-founded by internationally acclaimed and award-winning neurologist, Bernard Croisile, MD PhD, and is dedicated to improving cognitive health through evidence based products for individuals and cognitive therapy professionals worldwide. HAPPYneuron is a majority owned subsidiary of Scientific Brain Training (**NYSE Euronext: MLSBT**). To learn more about HAPPYneuron, Inc. visit [www.happy-neuron-pro.com](http://www.happy-neuron-pro.com)