Brain Training and Cognitive Assessment Market Surpassed $1.3 Billion In 2013, Led by US and Asia Consumer Demand

SharpBrains’ new market intelligence package combines exclusive webinar, 211-page report, and 15 hours of expert presentations

Washington, DC (PRWEB) January 23, 2014 -- SharpBrains, the leading market research firm tracking non-invasive neurotechnology and the brain fitness trend, today announced a new intelligence package aimed at education, health, gaming and technology executives and innovators.

“Many market reports provide little value for the money. This market report by SharpBrains is the precise opposite. Its wealth of data and analysis provides very valuable strategic and business development guidance to organizations at the frontier of health and wellness,” says Alexandra Morehoure, VP of Brand Management at Kaiser Permanente.

“Given the growing activity in the brain training and cognitive assessment category by leading educational and pharmaceutical companies, it is clear that the market is poised for further growth,“ says Alvaro Fernandez, SharpBrains’ CEO named a Young Global Leader by the World Economic Forum. “This market intelligence package will help pioneers identify major opportunities and risks, and how to best position their organizations for success. For example, what does it mean that 83% respondents in our survey agree with ”Adults of all ages should take charge of their own brain fitness without waiting for a doctor to tell them to,” and with “I would personally take a brief assessment every year as an ‘annual mental check-up’”?

The new industry analysis package offering combines:
- An exclusive webinar on Thursday, February 13th, to analyze latest market data and developments such as Rosetta Stone’s acquisition of Vivity Labs, Pfizer collaboration with Akili Interactive Labs, OculusVR investment and developer traction, ACTIVE study’s 10-year follow-up, and new start-up offerings
- 15 hours of expert presentations delivered during the 2013 SharpBrains Virtual Summit : How Can Neuroscience-based Innovation Enhance Behavioral and Brain Health

Companies analyzed in depth in the report include:
- ACE – Applied Cognitive Engineering Ltd
- Advanced Brain Technologies
- Arrowsmith Program
- Atentiv Incorporated
- beeMedic
- Blue Marble
- Brain Center America
- Brain Resource
- C8 Sciences
- Cambridge Cognition
- CNS Vital Signs
- Cogmed (Pearson)
- Cogniciti Inc
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population.

The company maintains a biannual state-of-the-market report series, produces an annual global and virtual professional conference, and maintains a consumer-facing guide, *The SharpBrains Guide to Brain Fitness*. SharpBrains.com, the company's educational blog, is one of the most popular brain & innovation blogs with 100,000+ monthly readers and 45,000+ eNewsletter subscribers. To learn more about SharpBrains' work, visit [www.sharpbrains.com](http://www.sharpbrains.com).
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