Suva Technologies Launches Aspire - World's First App to Assess and Monitor Brain Health and Fitness

New iPad App Compares User’s Brain Waves Against Suva’s Large Proprietary Dataset of Cognitive Function and Fatigue. Leading Organizations in Professional Sports, Health Care, Mining and Space Exploration Adopting Aspire to Maximize Peak Performance of Athletes, Industrial Workers and Other High-Impact Professionals

LAS VEGAS (PRWEB) January 10, 2019 -- CES DIGITAL HEALTH SUMMIT— Suva Technologies, a leader in assessing brain health and fitness through the use of neurobiometrics, today announced the launch of “Aspire”, a revolutionary new app that assesses and monitors the health and fitness of an individual’s brain through a simple 4-minute test. Aspire captures and records a user’s brain activity by syncing to a standard EEG headband such as the Muse™, and then compares the results to both the individual’s baseline scores as well as against the world’s largest EEG dataset which is exclusively owned and managed by Suva. These comparisons leverage Suva’s proprietary algorithms, developed from over 5 decades of peer-reviewed research on fatigue and brain health. Suva will be demonstrating its new Aspire brain fitness app on the CES exhibition floor during the CES Digital Health Summit from January 8 through January 10, 2019 at booth #43337.

“Over the past few years, we’ve seen the launch of mobile apps that target both ‘physical fitness’ and ‘mental health’, but ‘brain health and fitness’ remains an untapped category,” said Dr. Olav Krigolson, co-founder and Chief Science Officer of Suva Technologies, speaking from the stage at the CES Digital Health Summit in Las Vegas. “Today we are thrilled to introduce Aspire, the first app built on top of the Suva brain health platform. We are thrilled with the positive feedback we have received from leading organizations in professional sports, space exploration, healthcare and industrial safety and are looking forward to rolling Aspire out through many more high-impact organizations in the near future.”

New ‘Brain Fitness’ App Based on State-of-the-Art Cognitive Assessment Technology

Aspire is an iPad app that is purpose-built to monitor mental fatigue and cognitive function. Aspire automatically synchronizes with standard off-the shelf EEG monitoring hardware such as Interaxon’s Muse headband for real-time capture of EEG brain waves. After a simple four-minute visual test, Aspire measures a user’s cognitive function based on Suva’s brain health platform, a combination of the world’s largest dataset of cognitive function and fatigue and Suva’s proprietary algorithms based on decades of scientific, peer-reviewed neurobiometric research. Aspire delivers analytics that are unique to the individual user’s brain and records including:

- Cognitive function scores captured over time;
- EEG waveforms;
- Mental hygiene and fatigue;
- Personalized cognitive variance scale; and
- Cognitive function percentile score as compared to the population.

Aspire has undergone extensive in-market testing with over 1500 high performance users and has received significant interest from a range of businesses focused on peak performance of high-impact professionals as well as worker fatigue and safety. These include leading organizations in space exploration, heavy industry, health care, professional sports, transportation and emergency rescue operations.
“As a former professional athlete, I can attest to the fact that maximizing brain health and conquering fatigue are essential components of attaining peak athletic performance,” said Brian McRae, former Kansas City Royals home-run hitter who is currently Head Coach of the Victoria HarbourCats baseball club. “The Suva team comprises some of the world’s foremost experts on monitoring and assessing brain ‘readiness’ and their new Aspire app looks to be the next big breakthrough for world-class athletes across a range of sports.”

Experts Across A Range of Industries Weigh In on Aspire

Marc Klimstra, Lead Innovation & Research, Canadian Sports Institute Pacific:

“Aspire by SUVA has outstanding potential as an applied High Performance sport research tool. The ability to produce validated measures of cognitive performance in athletes could revolutionize our understanding of interactions between mental and physical loading and health. This tool is simple to use with only minutes required for an assessment and report. Aspire is a necessary tool for any sport scientist serious about cognitive performance monitoring.”

Jim Swanson, Managing Partner of the Victoria HarbourCats, Associate Scout for the Detroit Tigers:

“We've been involved with Anthony Pluta at Suva for three years, so we've seen this process for some time now. Suva Technologies has given us the kind of technological edge that could prove to be the difference maker leading to a championship season. Their Aspire app shows us how the grind of the season may affect a player’s mental performance. With this data, we can continually maintain and optimize a player’s ability to perform at their peak when game time rolls around. Technologies like Aspire are the future of pro sports.”

Paul Stinson, President CAPRA International Inc.:

“With Aspire, Suva Technologies is paving the way for the creation of an entirely new category in brain health technology. People who are enthusiastic about fitness apps are going to be very excited when they realize that it’s now possible to have everyday access to the kind of brain analysis that was previously only possible in a lab. The possibilities for how mobile EEG technology can be used are almost endless.”

Ariel Louwrier, President & CEO at StressMarq Biosciences Inc.:

“Aspire is a significant step forward in neurobiometrics. It’s the first mobile application to attempt to leverage EEG analysis in sports and other high impact situations. It may look simple, but under the hood there are amazing algorithms at work to tame incomprehensible, raw EEG signals into the kinds of numbers that an everyday trainer or user can understand. Never before has any company been able to quantify fatigue in such a practical, dynamic and predictive way.”

Page Odle, President PSI Sports Management:

"As an agent, I look for technologies that can give my clients the extra edge to train and play at peak performance. With Aspire in their arsenal, I believe my clients have an amazing new tool to enhance mental performance and maintain it throughout the season.”

About Suva Technologies
Suva Technologies is a leading provider of brain health and fitness applications and the owner of the world’s largest EEG dataset of cognitive function and fatigue. Suva’s proprietary brain health algorithms have been developed by some of the world’s leading neurobiometric research scientists and are based on over 5 decades of peer-reviewed research on fatigue and brain health. Suva is privately held and is headquartered in Victoria, British Columbia, Canada with offices in Silicon Valley, CA.

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