

**Brain Products GmbH**  
*solutions for neurophysiological research*

# HISTORY

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Brain Products ...

- was founded by Alexander Svojanovsky & Henning Nordholz in Munich (Germany) in 1997
- is certified to the EU Directive on Medical Devices MDD 93/42/EEC and to the latest DIN EN ISO 13485
- has grown to be one of the leading manufacturers of devices for neurophysiological research (*i.e. signal recording and analysis software, electrode caps, amplifiers, accessories and consumables*)
- has a worldwide network of 27 distributing companies in over 50 countries
- is a small company with 46 employees today

# MANAGEMENT

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General manager: Alexander Svojanovsky

- Headquarters in Gilching (36 persons)
- Subsidiary in Freiburg (10 persons)
  - Software development only



# COMPANY STRUCTURE



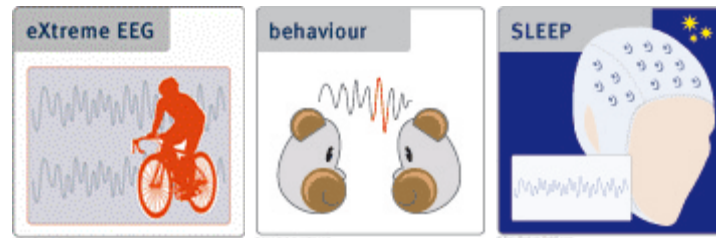
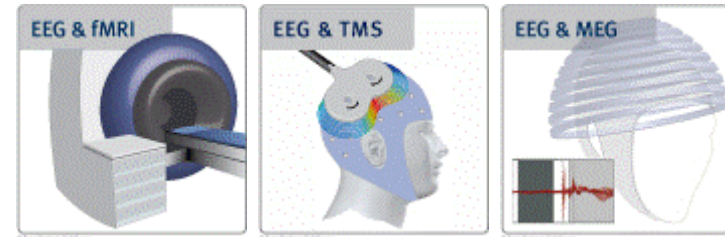
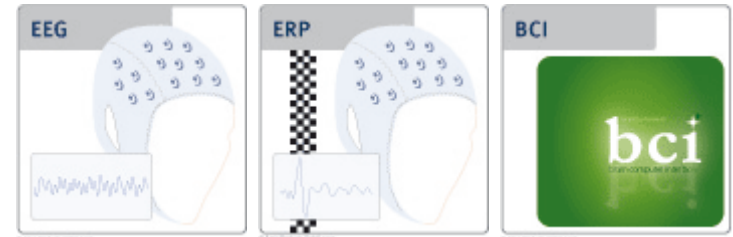
- Sales
- Office Management
- Logistics
- Marketing
- R&D (Hard-/Software Development, Usability, Production, Research Cooperation)
- Quality Management, Technical Writing
- Scientific & Technical Support
- Accounting & HR
- IT

# HEADQUARTERS



# SERVED APPLICATIONS

- EEG / EP (Evoked Potentials) / ERP (Event Related Potentials)
- BCI (Brain Computer Interfaces)
- BMI (Brain Machine Interfaces)
- Biofeedback
- Extreme EEG / wireless EEG
- EEG/fMRI co-registrations
- EEG/TMS co-registrations
- EEG/MEG co-registrations
- Sleep Research
- Behavioral Science



# PRODUCT RANGE

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- EEG caps: actiCAP, BrainCap, BrainCap MR, EasyCap
- Amplifiers: V-Amp, BrainAmp, BrainAmp MR / ExG, **actiCHamp (new)**
- Accessories: various electrodes, sensors, cables, power pack
- BCI package; wireless data transfer system **MOVE (new)**
- Equipment for EEG/fMRI
- Software solutions: Analyzer 2, BrainVision Recorder, RecView, PyCorder

# SOFTWARE DEVELOPMENT

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## Topics and tasks:

1. Data Exploration and Statistics
2. Source localization
3. Segment analysis and visualisation (single trial analysis)
4. Improved Artifact Detection
5. Eye-tracker methods
6. Sleep scoring, advanced



# SCIENTIFIC WORK

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- Brain Products participates in more than 30 conferences every year.
  - HBM – Human Brain Mapping
  - ISMRM – International Society for Magnetic Resonance in Medicine
  - SfN – Society for Neuroscience
  - SPR – Society for Psychophysiological Research
- We offer several workshops at different levels and in various countries.
  - EEG & fMRI
  - Analyzer
  - Basics of recording EEG/ERP

# PHILOSOPHY

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- All of our products have been developed and designed in very close cooperation with various renowned universities and research institutes.
- New ideas and thoughts are always welcome.
- Innovations and improvements are created by competence and continuity.



Decision to join European research networks in 2011

# EUROPEAN RESEARCH COOPERATIONS

- Since 2012:  
Participation in Marie Curie Programme,  
Initial Training Networks funded by the European Union
  - ACT – Action research:  
Improving understanding and methodologies in  
early development  
Our focus: EEG measurements
  - NETT – Neural Engineering Transformative Technology  
(Associate partner) our focus: Brain Computer Interfaces
  - LanPercept – Language and Perception  
(Associate partner) our focus: combined EEG and eye-tracking methods



# EUROPEAN RESEARCH COOPERATIONS

- New project:

## **INDIREA**

Individualised Diagnostics and Rehabilitation  
of Attention

### Our focus:

Procedures for EEG biofeedback training

Topic is still to be discussed - 1 ESR for 3 years



# OUR ROLE in the network

1. Project supervision for 1 ESR

2. Generic skills training:

Project management, time management, marketing tools,  
introduction to intellectual property management (IPR)

3. Intensive training:

EEG recording in theory and practice, data collection, filtering and amplification,  
methods of analysis, source localization, frequency decomposition and  
oscillation analysis

