FOR IMMEDIATE RELEASE:

LearningHz – But it Doesn't Have to if You Learn Your Brain Frequencies

Los Angeles, California – May 21, 2012 – "Lectures should never be an expensive nap," says CEO of LearningHz, Jackie Correa. It requires a tremendous amount of strength for students to make it through the door and to their desks and then to sit there, so bored by the lecture that they learning nothing. Students and professors should be held accountable for the time that they spend in the classroom. LearningHZ will solve this problem by utilizing brain wave activity data measured with portable, wireless, and lightweight EEG devices, so that both students and professors can adjust their habits to facilitate learning.

The device will be an instrumental tool for both the course instructor and his or her students. The instructor will use the device to both assess student attendance and attention during and after the lecture. "During the lecture, he or she will have a visual cue that will help to decide where the course leads and provide an immediate response as to whether or not the teaching method is effective in relation to student brainwave feedback," says Lynn Snrub, medical expert at LearningHz. Additionally, the instructor will have access to classroom data to assess lectures and lesson plans. This immediate feedback will be seen as much more helpful to the instructor as opposed to the end of the term evaluations which currently are considered the only official means of lecture feedback.

Students also stand to benefit from the use of such a device. A student will have access to their EEG results following a course and can use the information as he or she sees fit. With the trend of raising tuition, this data can validate the student's learning experience and lead to happier students and more generous alumni that support the university.

LearningHz was founded in 2012 to provide a system that first reads student brainwave activity in order to measure engagement in the lecture hall and then delivers an interface in which both professors and students can reflect on these readings.

If you would like more information about this topic or to schedule an interview, please contact our PR representative, Kylie Harris, at 888.123.4567 or email Kylie at pr@LearningHZ.com.

FOR IMMEDIATE RELEASE:

LearningHZ a Tool for Students with Learning Disabilities

Los Angeles, California – June 3, 2012 – Students and instructors should be held accountable for the time that they spend in the classroom. But this by no means implies that students with learning disabilities need to be penalized for their unique ways of learning. Due to recent allegations made by the National Center for Learning Disabilities (NCLD), LearningHz has taken all measures to prove its ability to help students with difficulties in the classroom or lecture hall. The NCLD perceive this product as negligent of students with learning disabilities, but in fact LearningHz can be used to identify, track, and potentially remedy learning disabilities or other difficulties paying attention in class.

All students stand to benefit from the use of such a device. A student will have access to their EEG results following a course and can use the information as he or she sees fit. The personal data can be used as a means for understanding the student's learning patterns and styles. If this data indicates that students are consistently unable to engage in the classroom, then students or their professors can seek outside help to properly handle the issue. Instructors can then work directly with students and any outside professionals to determine different techniques that the student may be more receptive to. Identifying the problem is the first step towards improving a student's

academic success. LearningHz is the perfect tool for identifying both students' strengths and weaknesses.

The data can also be used to advocate for a student's grade. For example, if a student did poorly on an exam, the student could refer to the data on their personal brain activity profile and share it with the instructor, in the hopes that they may be lenient or generous with their grade. University administrations can also use this data to rate and evaluate professors so that ineffective teaching and evaluation methods could be properly dealt with. The blame could potentially be transferred from the student who actively paid attention in class, to an instructor whose teaching and evaluation methods were unsuccessful.
LearningHz was founded in 2012 to provide a system that first reads student brainwave activity in order to measure engagement in the lecture hall and then delivers an interface in which both professors and students can reflect on these readings.

If you would like more information about this topic, or to schedule an interview with our PR representative, please call Kylie Harris at 888.123.4567 or email Kylie at pr@LearningHZ.com.

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