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NeuroFocus Chief Science Advisor Wins Humboldt Prize

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The Alexander von Humboldt Foundation, one of the world's leading sponsors of scientific research, announced that it has named **Dr. Robert Knight** as a winner of its highly prestigious Humboldt Research Award for 2008 in the area of neurobiology. It is the only prize that the Foundation awarded in that category.

Headquartered in Bonn, Germany, the Humboldt Foundation reviews a select group of international candidates each year for its awards program. Nominations are made by leading experts in the fields of science and academia. Over forty winners of the Humboldt Research Award have gone on to receive the Nobel Prize.

Known worldwide for his pioneering work in Cognitive and Behavioral Neuroscience, Dr. Knight serves as Director of the Helen Wills Neuroscience Institute at the University of California at Berkeley. He also holds the Evan Rauch Professor of Neuroscience chair and is a faculty member in the university's Psychology Department.

Dr. Knight serves as Chief Science Advisor to NeuroFocus, Inc., the company that is regarded as the world leader in neuromarketing research and applications. Headquartered in Berkeley, CA, NeuroFocus's staff of neuroscientists, neurophysiologists and engineers capture, measure, analyze and draw recommendations from consumers' brainwave activity. Their conclusions enable marketers and content creators to know with precision exactly which elements of their marketing communications materials will best attract consumers' attention; engage their emotions; and be retained in their memory.

NeuroFocus applies its patented technology and proprietary methodologies to a full range of categories, from product design, packaging and pricing to advertising, promotions, sponsorships, branded entertainment, product placement and film and television entertainment. NeuroFocus also offers clients its expertise in evaluating the in-store shopping environment through its novel Total Consumer Experience testing program.

The Humboldt Research Award is given to "outstanding scientists and scholars from all disciplines from abroad whose fundamental discoveries, new theories, or insights have had a significant impact on their own discipline and who are expected to continue producing cutting-edge achievements in future."

It was Dr. Knight's work in delineating the contribution of the frontal cortex in orchestrating human behavior and the recent discovery that ultra fast brain oscillations track behavior in the human cortex that earned him nomination and selection as a 2008 Humboldt Research Award winner. In announcing the Award to Dr. Knight, the Foundation cited that it was "given in the area of neurobiology in recognition of your past accomplishments in research and teaching."

Dr. Knight is a previous recipient of the Jacob Javits Neuroscience Investigator Award from the National Institute of Health for "distinguished contributions to neurological research."

"I am deeply honored to receive this award," Dr. Knight said. "The field of human brain research has come of age and I feel fortunate to be doing research in such an exciting time."

About NeuroFocus

NeuroFocus, Inc. is the market leader in bringing neuroscience knowledge and expertise to the world of advertising, marketing, product development and packaging, and entertainment. The company leverages Doctorate-level academic credentials in neuroscience and marketing from Berkeley, MIT, Harvard, and the Hebrew University combined with C-suite level business management and consulting experience.

NeuroFocus clients include Fortune 100 companies across the consumer package goods, food and beverage, financial services, automotive, and retail sectors. Entertainment category clients include major companies in the broadcast and cable television and motion picture industries. The Nielsen Company is a strategic investor in NeuroFocus.