

## NEUROFOCUS LAUNCHES “RAPID PACKAGING AND PROTOTYPE DESIGN” PRODUCT WITH “POP FINDER” FOR CPG COMPANIES AND PACKAGE DESIGNERS

### Innovative Brainwave-Based Measurement Tool Reduces Cycle Time by More Than Half, Eliminates Need for In-Store and Virtual Reality Testing Applications

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BERKELEY, Calif.—July 14, 2009— NeuroFocus, the world’s leading neuromarketing company, announced today that it is introducing its Rapid Packaging and Prototype Design product, a new research tool for the consumer packaged goods and package design industries that offers major advances in accuracy, plus time and cost savings.

The Rapid Packaging and Prototype Design (RPPD) product gives CPG companies and package design firms the means to measure consumer response to new package designs using NeuroFocus’ patented brainwave measurement technology. By infusing NeuroFocus’ “Design Best Practices” early into the design process, those companies can now substantially improve how their customers react to new package designs at the deep subconscious level of the mind.

NeuroFocus is capable of providing test results from the RPPD with a 24-hour turnaround. Combined with the unmatched accuracy that brainwave-based measurements assure, this capability provides clients with substantial competitive advantages.

Time and cost savings are among the top benefits that the RPPD offers. Until now, companies have had to make major expenditures to test package designs through in-store processes and virtual reality applications. NeuroFocus’ RPPD product eliminates the need for both, replacing them with a far faster and far more accurate, and actionable, research methodology.

The company’s “POP Finder” feature is another benefit. In the world’s leading neuroscience laboratories, the “pop-out” factor is a well-known phenomenon. It describes the impact on the subconscious mind that an image can produce when it is made to stand out from its environment.

The “POP Finder” stands for Packaging Opportunity Finder. The term is also a reference to point of purchase, a phrase used in the marketing and retail industries to designate the location where a production selection and/or sale is made.

Applied to package designs, the POP Finder can identify precisely which individual elements of a package design elicit the most powerful ‘pop-out’ responses at the deep subconscious level of the mind. Neuroscience research has discovered that this precognitive stage is where initial product interest, purchase intent, and brand loyalty are formed. The full-brain, EEG-based neurological testing that NeuroFocus conducts is the only type of market research that can probe to this level with temporal accuracy and therefore the highest degree of reliability and usefulness.

NeuroFocus applies high-density arrays of EEG sensors to capture brainwave activity across 64 separate locations of the brain. Each sensor acquires data at 2,000 times a second. Combined with pixel-level eye tracking and galvanic skin response measurements, this type of neurological testing guarantees the most precise, detailed, reliable, and actionable form of market research.

“Package design is gaining ground as one of the most critical components of brand marketing, and our introduction of the Rapid Packaging and Prototype Design product reflects that trend,” said Dr. A. K. Pradeep, NeuroFocus’ Chief Executive Officer. “It’s a \$100 billion-plus industry that until now has had to rely on research techniques that are not only far less accurate than neurological testing, but more time-consuming and expensive as well. The RPPD and POP Finder are breakthroughs that only NeuroFocus can offer, because we are the only company with the neuroscience knowledge, laboratory facilities, and full staff of

neuroscientists capable of conducting this research and delivering results on this timetable.”

“Especially in today’s economy, it’s more critical than ever to know exactly which design elements are working to maximum effect, and which are not,” Dr. Pradeep said. “The RPPD and POP Finder will help CPG and package design companies achieve that vital difference at the point of purchase, through optimizing their products’ packaging to appeal to the consumer where it truly matters: the deep subconscious level of their brains.”

In developing the RPPD and POP Finder, NeuroFocus researched traditional methods of package design testing, including laboratory and in-store techniques, to determine their levels of effectiveness. The findings confirmed that conventional methods are hampered by having to rely on measurements of consumers’ biophysical responses (i.e., heart and respiration rates and other physical indices), or their articulated responses, obtained through surveys or focus groups. Neuroscience has established that data generated by these traditional techniques are subject to fundamental flaws because many different influences, such as education, cultural, language and other factors affect consumers’ articulated responses.

In comparison, full-brain, EEG-based neurological testing dives to the deep subconscious level of the mind, measuring at the precognitive stage, well before such influences can impact responses.

“The RPPD and POP Finder are 21<sup>st</sup> century marketing tools, for companies who are looking not just to survive but thrive in a 21<sup>st</sup> century economy, against global competitors, all of whom are seeking the maximum competitive edge in the marketplace,” Dr. Pradeep said.

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## About NeuroFocus

[NeuroFocus Inc.](#) is the leader in bringing neuroscience knowledge and expertise to the worlds 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 dozens of categories, including automotive, consumer packaged goods, food and beverage, financial services, Internet, retail, and many more 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.

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