

BrainTrain Announces Release of New Memory Training Software

Software works to change the way kids' brains process information

Richmond, VA ([PRWEB](#)) July 26, 2012 -- BrainTrain, Inc., developer of the award-winning TNT Reading software, has just released TNT Memory, a new program designed to improve working memory in children, ages 6 - 12. Based on the concept of brain neuroplasticity, TNT Memory fundamentally changes the way the brain processes information. By stimulating the brain to build new neuronal connections, TNT Memory strengthens not only working memory, but also processing speed, attention, response control, and general reasoning - the basic cognitive skills children need for academic and life success.

TNT Memory is fun with a serious purpose. Research shows that most children with ADD/ADHD, as well as many with learning disabilities and traumatic brain injuries, suffer from deficits in working memory. Working memory, the brain function that keeps information “online” while at the same time manipulating it, is vital for tasks like performing math calculations, following a story line, remembering the rules of a game, and following directions. Working memory deficits impact a child’s ability to stay focused in the classroom, participate in group activities, follow directions from teachers or parents, comprehend what he reads, work independently, and interact socially with peers.

Built on the same design principal as the award-winning TNT Reading program, TNT Memory provides a highly efficient means of identifying the cognitive skills on which the child needs to focus. It then creates a systematic, customized training plan specific to the child’s unique needs. The program continually assesses progress on each skill and self-adjusts the training as the child advances through the different exercises.

“I am really excited about this new product. It has the potential of making a big difference in the lives of so many families and children,” says Dr. Joseph Sandford, clinical psychologist and president of BrainTrain, Inc. “The ‘test ‘n train’ approach makes it amazingly effective and easy to use. And it’s really fun for the kids.”

TNT Memory makes learning fun by incorporating vibrant graphics and entertaining activities into the learning process. In addition to earning certificates for each skill they master, children are also rewarded with exciting two-minute “video game breaks” that improve processing speed and eye-hand coordination. Using cloud technology, the exercises can be accessed remotely, allowing clinicians the flexibility of coaching clients either in their own office or in the clients’ home or school settings.

TNT Memory is available as a professional, customizable version – TNT Memory Pro – or as a home version – TNT Memory Trainer. Trial versions of the software may be downloaded free at <http://www.braintrain.com/downloads>.

About BrainTrain, Inc.

BrainTrain, Inc. was founded in 1989 by Joseph Sandford, Ph.D. Before becoming a clinical psychologist, Dr. Sandford was a professional computer programmer, so when he began his practice working with head-injured clients, it was natural for him to perceive how the computer could be an indispensable tool for helping them. His vision of using the computer as a way to improve people’s quality of life through cognitive enhancement continues to define BrainTrain’s mission. While BrainTrain is still a small family business, the software it produces is currently used in all fifty states and in over fifty foreign countries.



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For more information on TNT Memory Pro or TNT Memory Trainer, visit:

<http://www.braintrain.com/tntmemorypro> or <http://www.braintrain.com/tntmemorytrainer>



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