

Neuronetrix

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FOR IMMEDIATE RELEASE:

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The COGNISION System, a new cognitive testing device, is featured on international television

Louisville, KY (August 1, 2011) — The [COGNISION™ System](#), a new cognitive testing device from [Neuronetrix](#), was featured recently in a two minute television feed by International Business Times from the Alzheimer's Association International Conference 2011 ([AAIC 2011](#)), held July 16-21 in Paris, France. The video [\[CLICK HERE FOR VIDEO\]](#) covered selected highlights from AAIC 2011, and included excerpts from an interview with French President Nicolas Sarkozy, the featured speaker at the conference focused on Alzheimer's disease.

COGNISION™

The COGNISION™ System is a proprietary, innovative, and highly advanced platform which enables objective assessment of cognitive function by using a non-invasive technology called auditory [event-related potentials](#) (ERP). In the COGNISION™ System, ERPs are generated in response to auditory stimuli to accurately measure the cognitive performance of a patient's brain. The COGNISION™ System combines many useful and unique features, which are detailed in the [COGNISION™ product brochure](#).

The COGNISION™ System is designed to be used as an objective and reliable measure of cognitive performance in clinical trials of drug products targeting a variety of neurological disorders, such as: Alzheimer's, ADHD, autism, Down syndrome, Parkinson's, Huntington's, etc. In this context, COGNISION™ could be used for efficient patient recruitment, drug effect monitoring, clinical trial endpoints, and post-hoc cohort segmentation.

COGNISION™ can also be used as a research tool in broad applications, such as: cognitive processes, brain-computer interface, neuro-marketing, learning disabilities, and neurological diseases.

Multi-Center Clinical Study

In December 2010, Neuronetrix initiated a large multi-center clinical study at the University of Pennsylvania, Duke



The COGNISION™ System

University, the Sanders-Brown Alzheimer's Disease Center at the University of Kentucky, and The Memory Clinic in Bennington, Vermont. The study is intended to validate ERP [biomarkers](#), generated by the COGNISION™ System, as an accurate and reliable measure of cognitive impairment. The company is also planning a longitudinal follow-up study to validate COGNISION™-generated ERP biomarkers as a measure of progressive cognitive decline.

“Given its portability, low cost, ease of use, and many technical advances versus previous ERP systems, the COGNISION™ System has the potential to bring new utility and value to the use of ERP technology in both the clinical and research areas”, said K.C. Fadem, Co-Founder & President of Neuronetrix.

About Neuronetrix

Neuronetrix is an emerging med-tech company focused on revolutionizing the diagnosis of patients with neurologic disorders, by providing accurate and meaningful diagnostic information to physicians early in the disease process.

Information about Neuronetrix is available at <http://www.neuronetrix.com>, or by contacting Rich Voss at rvoss@neuronetrix.com, or (502) 561-9040, x7003.