

Neuronetrix

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FOR IMMEDIATE RELEASE:

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Alzheimer's Research Forum Story Highlights ERPs as Biomarker of Interest

Louisville, KY (November 20, 2012) — Reporting on the recent Clinical Trials on Alzheimer's Disease (CTAD) conference held in Monte Carlo, Alzheimer's Research Forum (www.alzforum.org) reported a pressing need for biomarkers as outcome measures in Alzheimer's drug trials, and a heightened interest in electroencephalography (EEG) and *event-related potentials* (ERPs). The story, [CTAD: EEG Gains Luster as More Trials Incorporate Biomarkers](#), noted that [event-related potentials](#) directly measure the brain's electrical, or synaptic, activity and provide a direct, physiological measure of cognitive function, i.e., a *cognitive biomarker*. Several Alzheimer's thought leaders stated that ERPs can be useful both in cognitive assessments and in evaluating the pro-cognitive effects of novel therapies.



The COGNISION™ System

“Given the recent challenges in Alzheimer's disease therapeutic trials, we are hopeful that the COGNISION™ System will play an important and valuable role in the drug development process for new therapies targeting Alzheimer's disease and other neurological disorders” said K.C. Fadem, President of Neuronetrix.

Neuronetrix is developer of the COGNISION™ System, a proprietary ERP and qEEG ([quantitative EEG](#)) device which can be used by clinical and academic researchers in investigations of many neurological disorders and cognitive processes. The COGNISION™ System includes a user-friendly device to record electroencephalographic (EEG) data and an online database to store subject information. The system combines many useful and unique features, which are detailed in the [COGNISION™ Product Brochure](#). Upon approval by the FDA, COGNISION™ will be used by clinicians for the evaluation of Alzheimer's disease and other neurological disorders which impact cognitive function.

About Alzheimer's Research Forum

Alzheimer's Research Forum, an independent nonprofit organization, is the web's most dynamic scientific community dedicated to understanding Alzheimer's disease and related disorders.

About Neuronetrix

Neuronetrix is an emerging med-tech company focused on revolutionizing the diagnosis and treatment of patients with neurological disorders by providing accurate and meaningful diagnostic information 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.

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