

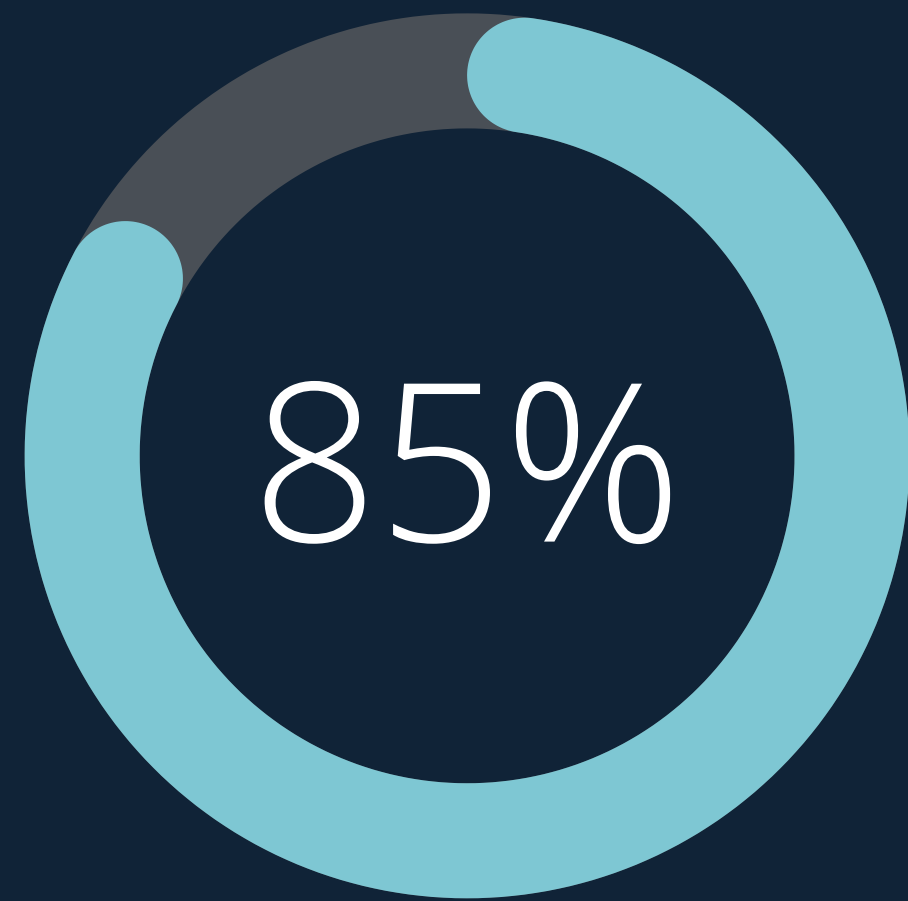
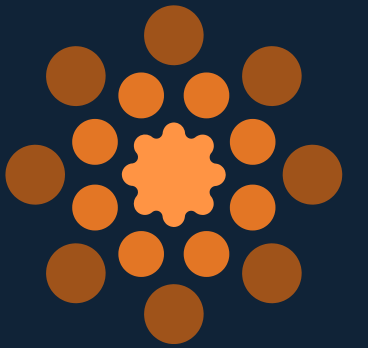


CLOSING THE LOOP

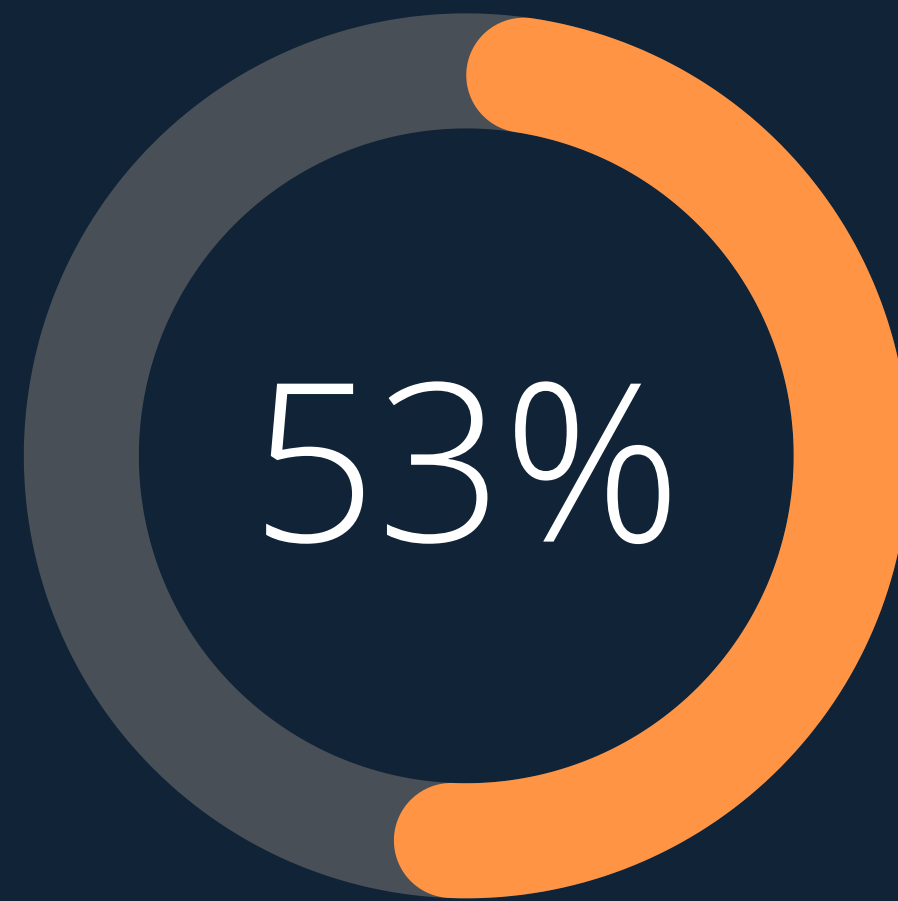
Delivering on the promise of BCI while protecting brain privacy



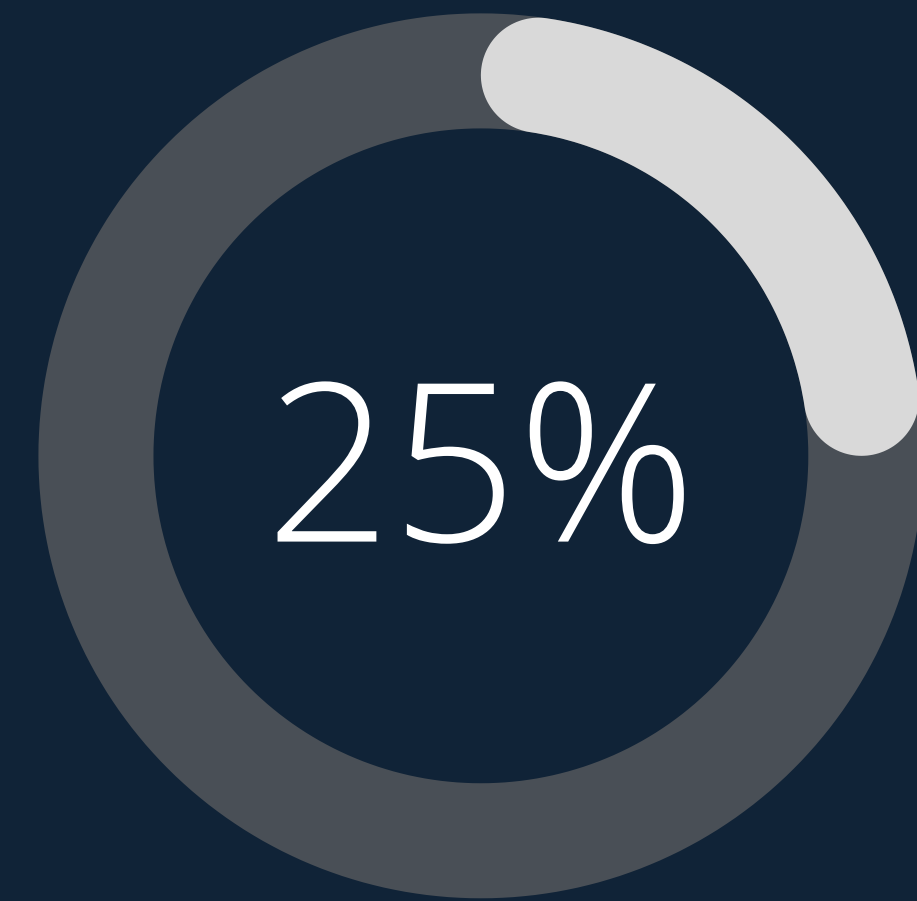
USE OF BIOMETRICS IS COMMON AND PREFERRED FOR SECURITY...



USE DEVICES THAT LEVERAGE BIOMETRICS FOR SECURITY

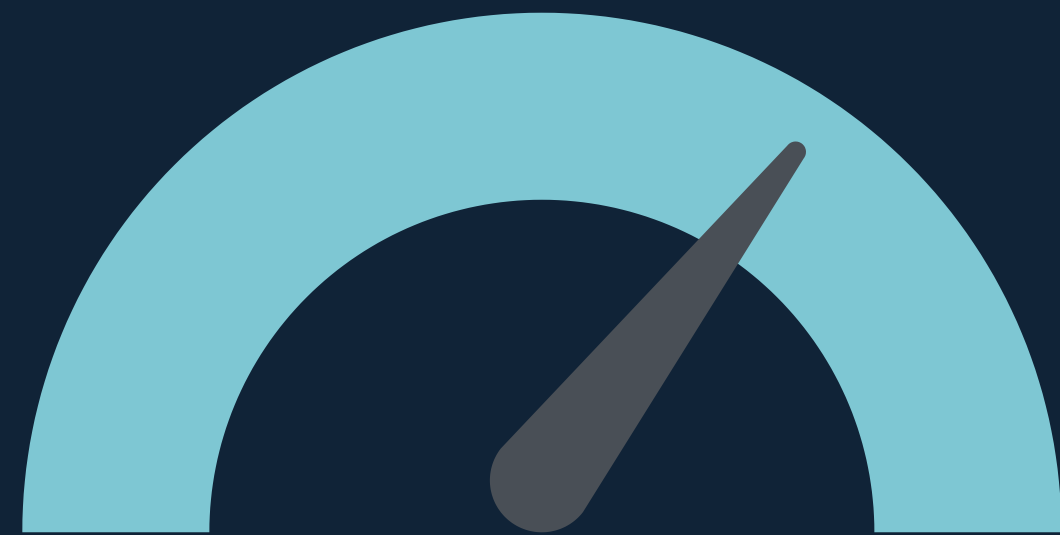
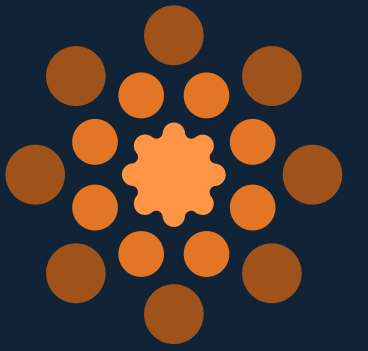


FEEL MORE SECURE USING BIOMETRICS



WOULD RATHER THEIR DEVICE USE A PASSWORD

PEOPLE ARE EXTREMELY INTERESTED IN DEVICES THAT USE BIOMETRICS TO CREATE NEW DEVICE EXPERIENCES, OR IMPROVE YOUR MENTAL OR PHYSICAL HEALTH...



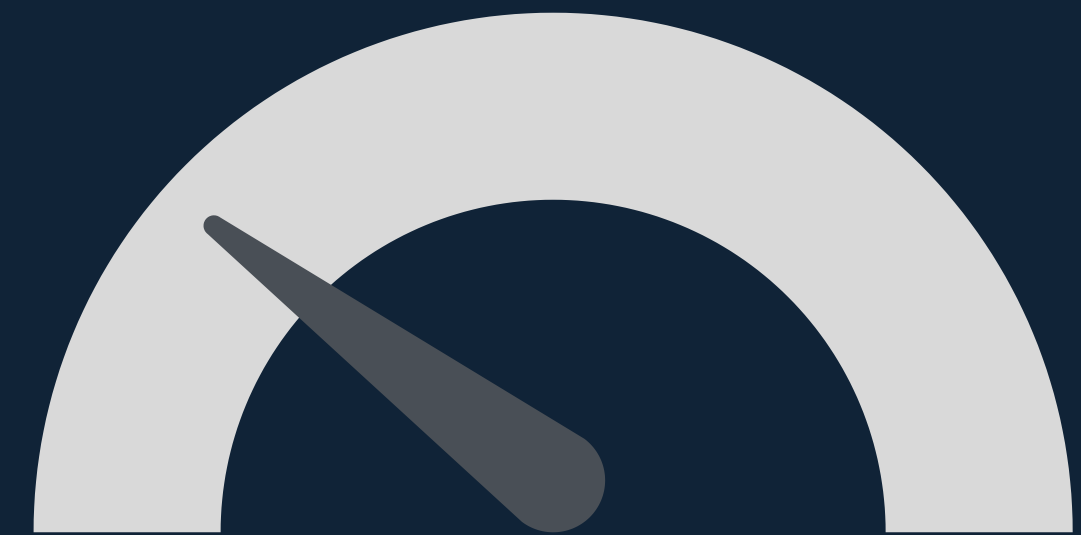
69%

MORE LIKELY TO USE



16%

LESS LIKELY TO USE

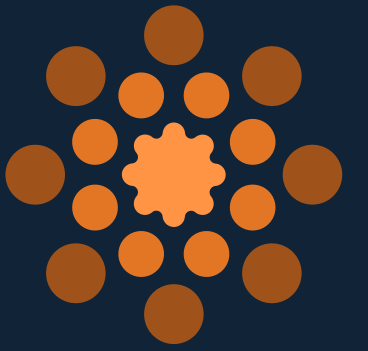


23%

NOT SURE

WOULD YOU BE MORE OR LESS LIKELY TO USE A DEVICE THAT SPECIFICALLY USED YOUR BIOLOGICAL SIGNALS TO IMPROVE DEVICE PERFORMANCE OR IMPROVE YOUR MENTAL OR PHYSICAL HEALTH?

...AND EVEN MORE INTERESTED IN USING DEVICES THAT LEVERAGE
BRAIN WAVES TO DO THE SAME...



73%

INTERESTED



23%

NOT INTERESTED

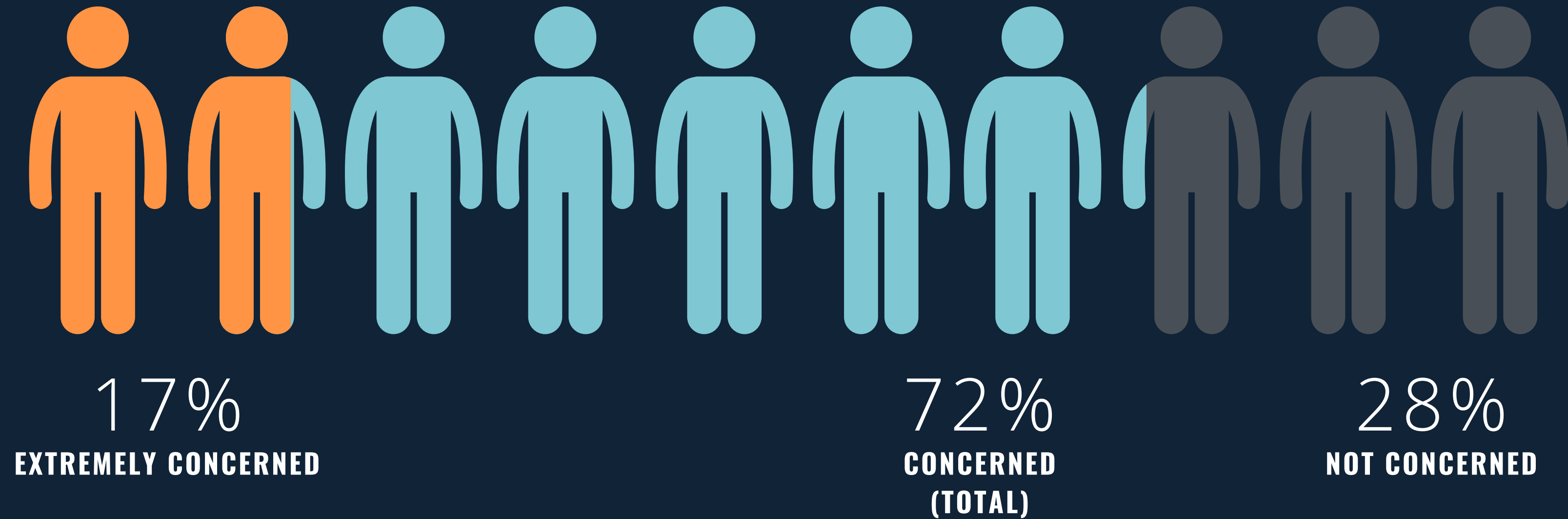
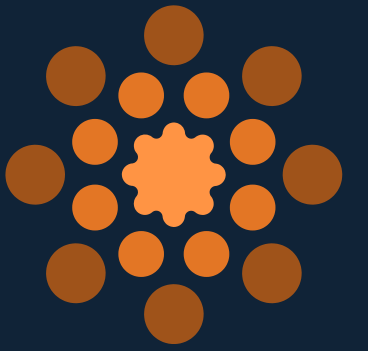


8%

NOT SURE

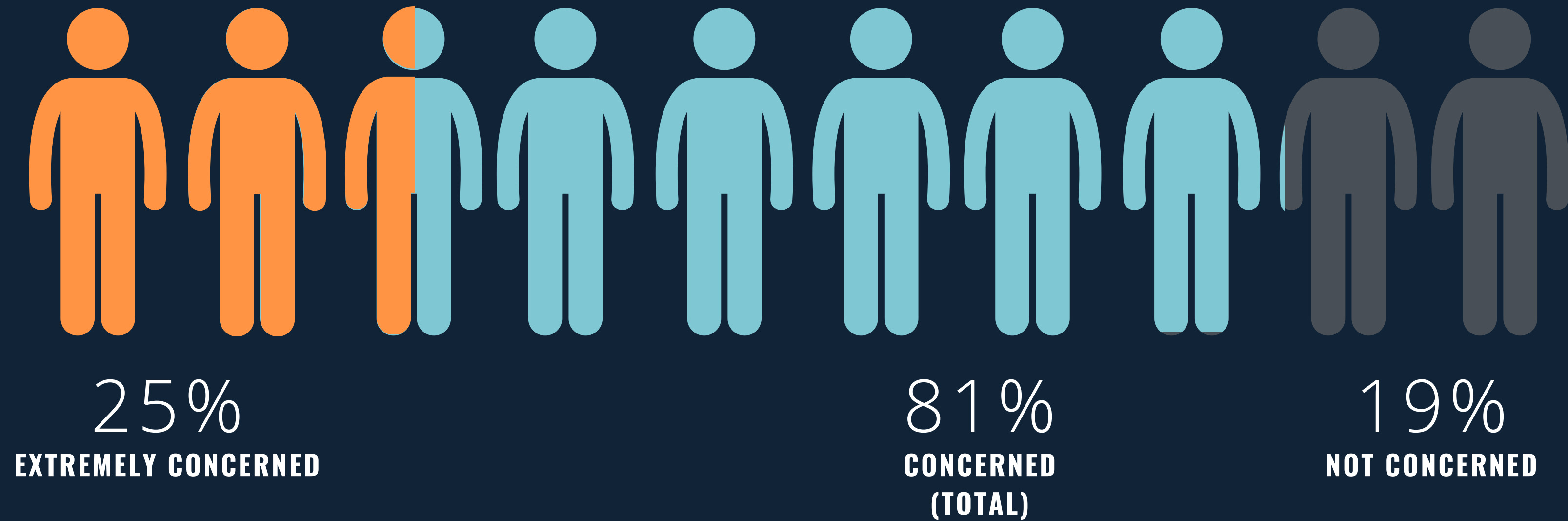
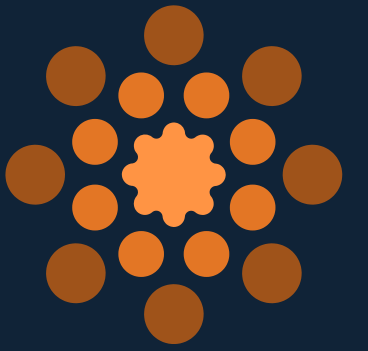
*HOW INTERESTED WOULD YOU BE IN USING A DEVICE THAT COULD READ AND UNDERSTAND YOUR BRAIN ACTIVITY TO CREATE NEW EXPERIENCES,
ALLOW YOU TO CONTROL DEVICES WITH YOUR MIND, OR IMPROVE YOUR MENTAL OR PHYSICAL HEALTH?*

...BUT BIOMETRICS DO STILL CARRY CONCERNS FOR MOST...



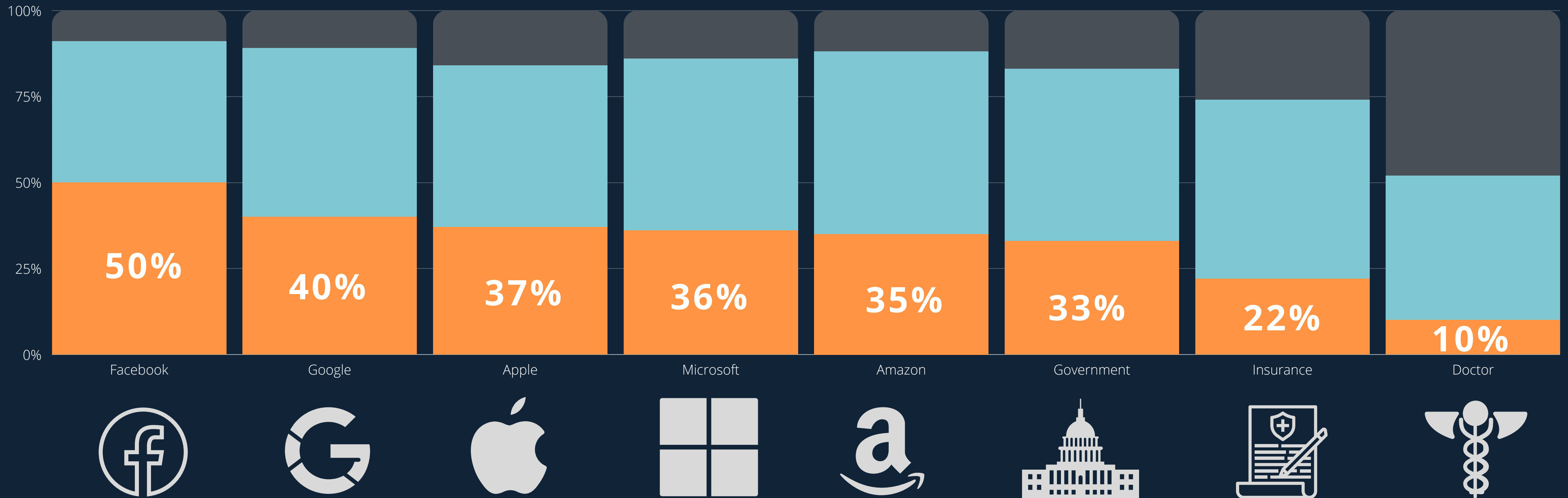
HOW CONCERNED ARE YOU ABOUT YOUR ELECTRONIC DEVICES READING YOUR BIOMETRIC SIGNALS?

...AND READING BRAIN WAVES INCREASES THOSE CONCERNS, BUT ONLY SLIGHTLY...



HOW CONCERNED ARE YOU ABOUT DEVICES READING BRAIN WAVES?

BUT WHAT REALLY MATTERS IS **WHO** HAS ACCESS TO YOUR BIOMETRIC DATA...



"I THINK THESE COMPANIES JUST WANT USE BIO INFO TO TARGET ADS AND OTHER SERVICES THAT **MAKE MONEY AT THE EXPENSE OF MY PRIVACY AND CONCERNS.**"

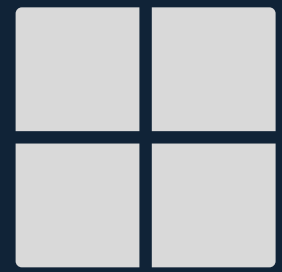
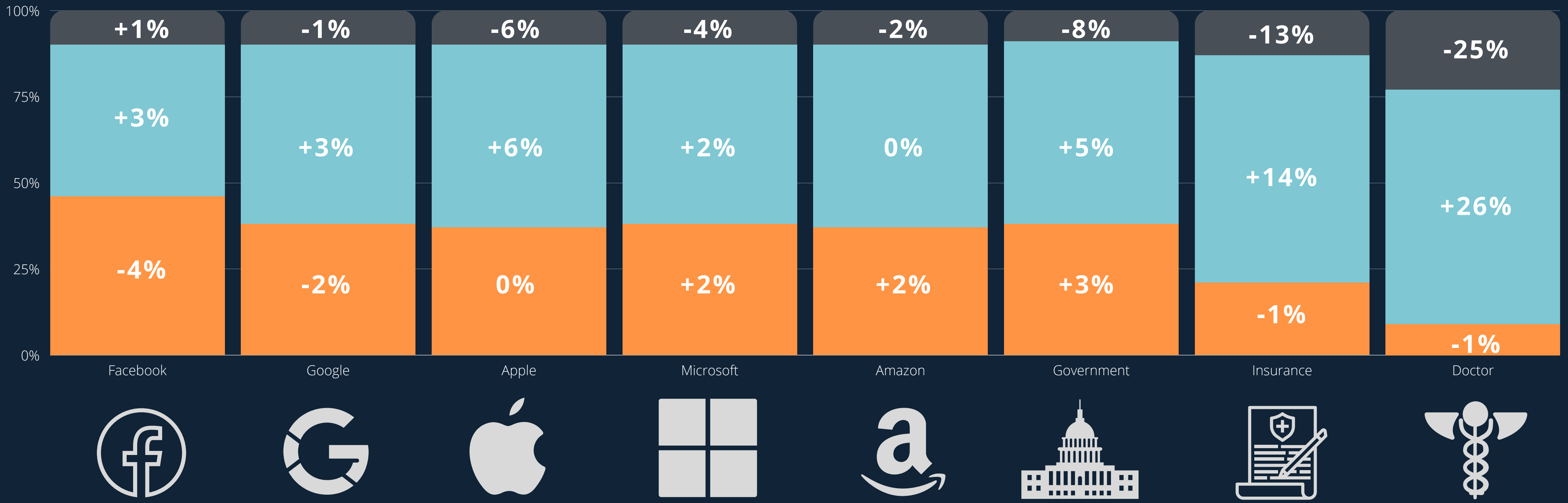
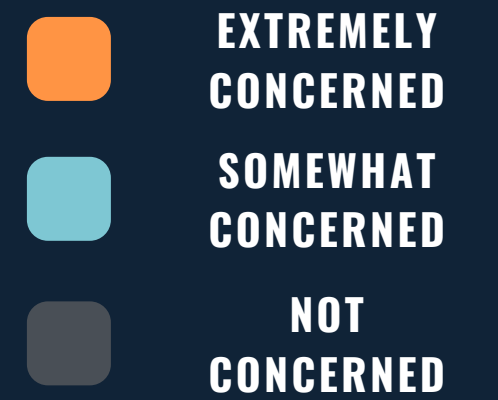
"GOVERNMENT WILL **TRACK AND CONTROL PEOPLE**"

"MIGHT BE **DENIED INSURANCE COVERAGE...**
BECAUSE OF PREEXISTING CONDITIONS..."

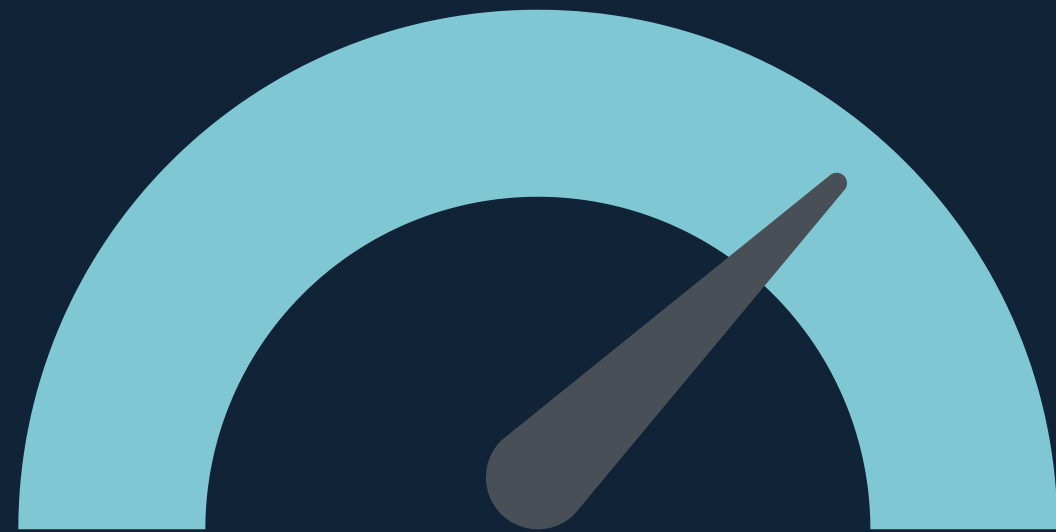
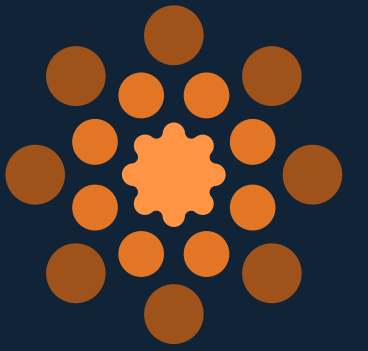
"FACEBOOK AMAZON AND GOOGLE ARE **JUST NOT TO BE TRUSTED** WITH THAT MUCH DATA."

"**SECURITY AND IDENTITY THEFT** ARE THE BIGGEST CONCERNS."

WHEN ASKED THE SAME QUESTION ABOUT BRAIN WAVES,
**MODERATE CONCERNS WENT UP, BUT LARGELY WITHIN THE
 MOST TRUSTED GROUPS...**



REMEMBER, **NEARLY 3/4 OF RESPONDENTS WERE INTERESTED**
IN USING CONSUMER DEVICES THAT CAN READ AND RESPOND TO
BRAIN WAVES...



73%

INTERESTED



23%

NOT INTERESTED

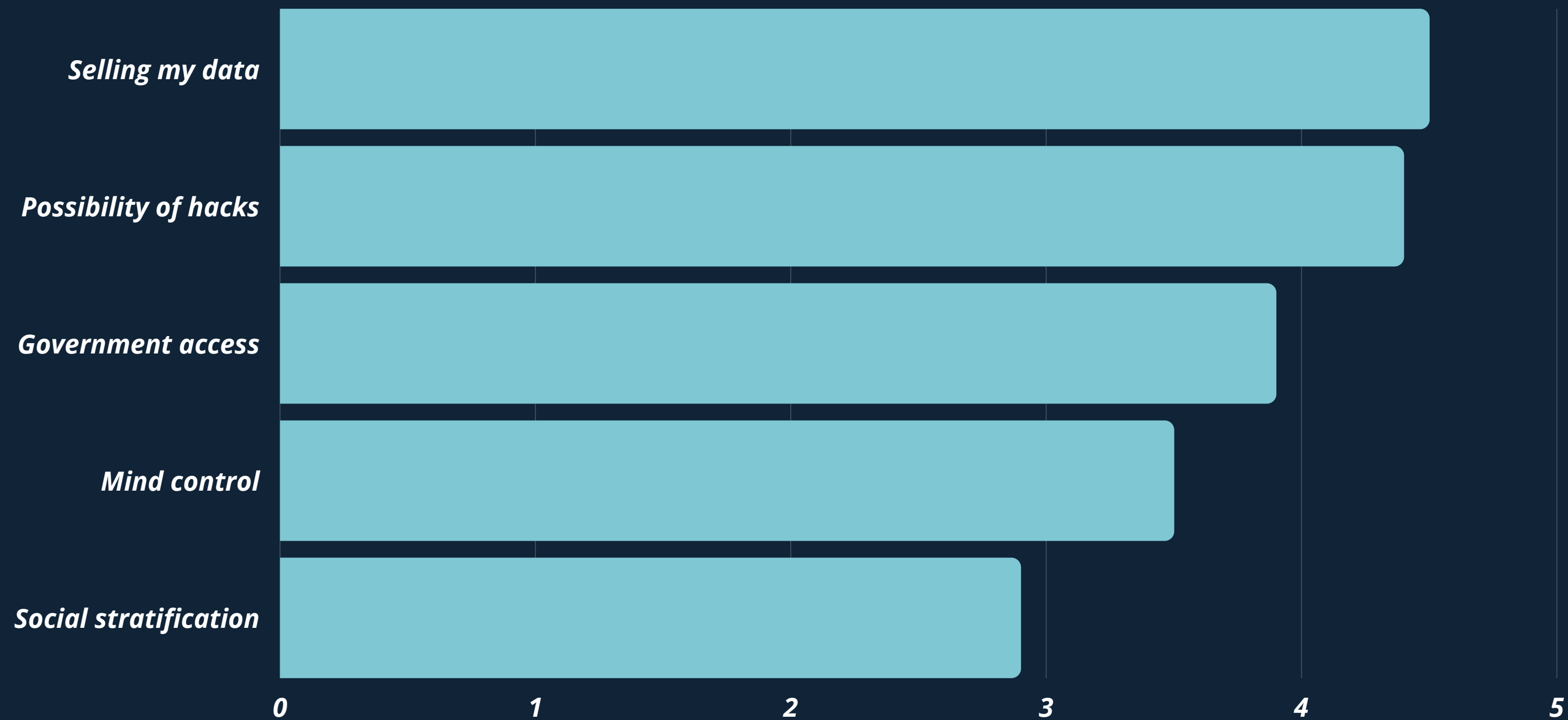


8%

NOT SURE

*HOW INTERESTED WOULD YOU BE IN USING A DEVICE THAT COULD READ AND UNDERSTAND YOUR BRAIN ACTIVITY TO CREATE NEW EXPERIENCES,
ALLOW YOU TO CONTROL DEVICES WITH YOUR MIND, OR IMPROVE YOUR MENTAL OR PHYSICAL HEALTH?*

ULTIMATELY, **CONCERNS ALL COME DOWN TO WHAT THESE COMPANIES INTEND TO DO WITH THAT DATA...**



WHICH OF THE FOLLOWING CONCERNS YOU MOST ABOUT CONSUMER COMPANIES AND DEVICES HAVING ACCESS TO YOUR BRAIN WAVES, AND POTENTIALLY DATA RELATED TO YOUR THOUGHTS AND EMOTIONS?