

iMusic + Focus Study



Introduction

This is a randomized, controlled study investigating the effects of iMusic on Focus.

Method

The sample size of the study was 36, were subdivided into 2 groups of 18 participants—the first an iMusic using group, the second a control group with normal, un-enhanced music.

Overview

Each participant performed the TOVA focus measurement test, to provide a baseline test score. Over the following 3 week time period, the first group of 18 were given iMusic CD's, and were instructed on how to listen to them as they worked, read and learned at home and at the office. The second control group listened to normal music that did not contain IMAGINCE brainwave entrainment technology, with duplicate instructions.

The T.O.V.A. test is an objective, neurophysiological measure of attention, not a subjective rating of behavior.

Results

Upon completion of the 3 week usage period, group 1 performed a follow up TOVA test while listening to iMusic (group 2 listened to regular music), to identify the kind of change in focus that took place. Among the iMusic using group, an average improvement in TOVA score of 31.26% was achieved, representing a very strong boost in attention and concentration. The second group saw no measurable improvement in score.

Participants in the iMusic using group also reported feeling more aware, attentive, intelligent, mentally clear and interacted socially.

