



MIND RACING



BRANDABLE ATTRACTION FOR EVENTS



The game is simple. The experience unique.

- Race cars using the power of your mind!
- Robust and easy to wear wireless headset picks up brainwaves.
- The harder you concentrate the faster your car goes.
- Up to three players race against each other.
- Player with the most laps within the time limit wins!



Instant Attraction. A memorable experience.

Measuring 2.5 x 2.5 meters, Mind Racing generates a crowd wherever it goes.

The physical experience and sounds of the miniature racing cars, linked with the intriguing aspect of mind control, ensures that everybody wants to have a go!



Customisable branding. Make it your own.

- Easy fit velcro banner system.
- Skinnable game graphics.
- Cars can be rebranded simply with stickers, or entirely new shells created via 3D printing.
- Open areas on track for display of promotional items.



The science behind the fun. How it works.

Mind Racing uses EEG (Electroencephalography) technology to detect brainwaves, not thoughts.

Each wireless headset detects Delta, Theta, Alpha, Beta and Gamma waves.

Headset data is sent over Bluetooth to a computer, where statistical modelling is used to estimate the player's level of concentration.

The computer controls the cars over a radio link, and takes care of running the game.

Brainwave Classes

Gamma - 30 Hz and above

High attention state

Beta - 13 to 30 Hz

Awake and engaged

Alpha - 9 to 13 Hz

Relaxed or meditating

Theta - 4 to 8 Hz

Deep meditation

Delta - below 4 Hz

Deep sleep



Let us make a scene at your next event!

We have flexible options for short or long term rental, and options for full ownership.

Custom builds are available if you'd like something a bit different, or on a larger scale.

Got any Mind Control ideas? Our experts can help you create it. Just give us a call.

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