### Complex of control and analysis of psychophysiological information"Encephalan-Next"

Wireless base units and modules (Bluetooth 5.0)



with neuroheadset (elastic textile cap)





with transformable neuroheadset

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## Biofeedback & Neurofeedback Models «BFB» & «BFB-universal»

Mastering the skills of self-regulation contributes to optimal functioning and improved quality of life.

Provides the possibility of forming skills to manage the psychophysiological state of a person to increase adaptive capabilities, stress resistance, improve the psychoemotional state.





A variety of training scenarios for managing neurophysiological parameters (EEG, SCP – Neurofeedback) and parameters of the autonomic nervous system (HRV, BPV PPG, EMG, Temperature, Skin Conductance, Breathing etc. – Biofeedback) contribute to effective use.

«Neurotest-24»

# Psychophysiological testing with synchronous registration neurophysiological parameters, indicators of autonomic nervous system and eye-tracking

Complex provides the possibility of extended interpretation and objectification of the results of neuropsychological, cognitive and other tests due to the

analysis of changes, synchronously recorded physiological parameters and measure gaze (eye-tracking) associated with the testing process and provides the storage of all recorded data for automated analysis in post-real time.

The analysis makes it possible to evaluate the characteristics of the distribution of the focus of visual attention, the level of activation, cognitive effort, emotional ingagement and valency, as well as changes of physiological parameters associated with the testing process, which allows objectifying the results.



#### HyperScanning EEG

#### Model «Neurotest-36»

Simultaneous registration of EEG, other neurophysiological parameters and indicators of the autonomic nervous system in two or more study participants and subsequent data analysis to determine mutual changes in neuron activation and the rate of synchrony of their brain activity in the process of social and behavioral interaction of respondents, including the joint performance of various tasks.

Provides analysis of EEG (32 channels), heart rate variability (HRV), skin conductance (SkC), photoplethysmogram (PPG) blood flow parameters to assess patterns of between-brain neural coupling and reactions associated with activation of the autonomic nervous system and with changes in the emotional state of study participants.

#### Neuromarketing Model «Neurotest-24AT»

Synchronous registration and analysis of measure gaze (eye-tracking) and physiological data (EEG, HRV, PPG, Skin Conductance, etc.) both in one respondent and in a group of 2-5 people, in relation to the content presented, allows you to obtain objective information about what exactly attracts the visual and emotional attention of respondents, assess the degree of interest in the object of research (product design, brand, informational video, clip, film), market segmentation (the influence of age, education, social group on perception), etc.

The results obtained can be used by neuromarketing specialists to improve the efficiency of their professional activities.