

From Science Fiction To Reality, With Jedi Mind's Thought Control Software Technologies And Wireless Headset It Is Now Possible To Control Games As Well As Medical Devices Such As Wheelchairs – Without Having To Lift A Finger



Computer Software
Thought Controlled Technologies
(JEDM-OTCPK)

Brent Fouch
President, CEO and CFO

BIO:

Brent Fouch -CEO

Mr. Fouch earned a B.A. degree in psychology from U.C. San Diego, where he studied neuroanatomy under the world-renowned professor Dr. John Polich.

From 1993 to 1998 Mr. Fouch worked with a prominent investment banking firm in La Jolla, Ca. as a series 7 licensed representative.

From 1998 to 2003 Mr. Fouch became CEO of Micro Capital Corp., a financial consulting firm specializing in capitalization for small to mid-size companies.

From 2004 to 2008 Mr. Fouch was Chief Executive Officer of Blackhawk Financial, Inc., a publicly traded company.

For the past 10 years Mr. Fouch has devoted time on research and development of thought controlled technology.

Company Profile:

Jedi Mind, Inc. develops software for thought controlled technologies, allowing the user to interact with the computer and other machines through the power of the

mind. The technology involves the use of a wireless headset, developed by our strategic partner, which detects brainwaves on both the conscious and non-conscious level. This revolutionary neural processing technology makes it possible for computers to interact directly with the human brain. The Company plans to create multiple video games that are controlled by the power of your mind, which will be sold individually or bundled with the wireless headset.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. Fouch, what is the vision at Jedi Mind today:

Mr. Fouch: Jedi Mind, Incorporated, develops software for thought control technologies, specifically that interact with a wireless headset that can read your brainwaves. We have two divisions that are underway, one is developing software for the video gaming market and the second is developing software applications for the medical industry.

CEOCFO: How does the technology work?

Mr. Fouch: Our technology is based from the former EEG machines that will read your brain waves that have the sensor and wires. That device has been condensed into a user-friendly wireless headset that was developed by one of our partners that handle the hardware side of the business. Jedi Mind Incorporated develops software applications that are compatible with that wireless headset. With the application, every thought a person has will have an individual electrical impulse in the brain, and that electrical pulse will then be transferred as a com-

mand to the software to control the computer or the machine you are attempting to control.

CEOCFO: Is this being done in other places, or is this a breakthrough technology application?

Mr. Fouch: Yes, our technology is new and it is based from the EEG machines that were hard wired in the past, it is just that the wireless feature has made it more consumer-friendly to use. The headset itself can interpret and pick up brainwaves that will either be based on your thoughts, your emotional space, or your facial expressions that essentially are your muscular movements. The software developed will be able to pick up those frequencies in command and be able to control and operate the software we develop, whatever device, machine or computer you are working on. Some examples of this would be a video game that you can control with the power of your mind rather than using a joy stick, or in the medical applications field, being able to control an electric wheelchair with the power of your mind rather than a joy stick. This would be especially good for a quadriplegic that cannot operate a wheelchair. Using the technology you would be able to operate your wheelchair simply by the power of your mind and thought-control technology.

CEOCFO: How can you control what you are thinking enough to do this?

Mr. Fouch: "With our demo that we have, there will be a three-dimensional cube that is on the computer screen. If you want that cube to spin to the left you have to have and hold your concentration, visualize the cube spinning to the left and the cube will begin spinning. The minute you lose concentration or you are inter-

rupted that cue will stop spinning. What is occurring and what command you are putting out has to be held with concentration. If that is interrupted, the control or the feature you are looking to operate will cease to continue if you lose your concentration. This demo can be done by somebody off the street that puts on a headset and starts operating”

CEO CFO: Is your software technology proprietary? If so how do you protect it, is it patentable and are there others out there attempting the same thing?

Mr. Fouch: The headset itself is developed and patented by our partner, which is a company called Emotiv. They have received a patent pending on the headset technology. The software that we developed operates with that headset, and we will be patenting all the software that we produce within this technology. Yes, there will be other companies and we know there are others starting to scratch the surface on this technology. Soon it will be mainstream, but right now, there are two to three companies out there that are beginning the process of developing the same technology.

CEO CFO: What are you doing in the game section, and who is buying them?

Mr. Fouch: The gaming side is an evolution from the most current technology that you have seen come out, which was invented using motion technology. This technology is a new platform that is being established, which will simply replace the handheld joystick with the use of a headset. As you want to control and operate the video game you are playing, your command to let’s say lift the lock in front of you has to come from the power of your mind to do so. The games that we are developing for the most part are dual interactive challenge games that allow a player to play against another player. In addition, the games that we are preparing to have out there will allow some type of competition to be able to challenge your opponent with the use and power of your mind against his own.

CEO CFO: Where are you in the process of a product?

Mr. Fouch: We hope to have the first video game out in the next several months and we have just begun the medical application division this month.

CEO CFO: Would you tell us about the medical application?

Mr. Fouch: The medical application still has a lot of applications that can be developed. Some of the first ones being looked into that we will begin developing especially for quadriplegics will be the electric wheelchair. There is another doctor that has started creating controlled mobility of wheelchairs using the facial expression movement, which is really your muscular movements in your face to

We have a ground-level core technology, a whole new platform from which to develop many applications. It is the beginning of the time period where humans will interact with machines, whether that is a robotic arm that is replacing the old prosthetic limbs that you can control with the power of your mind or whether that is a simple video game that you control with the power of your mind. The reality is what was always thought to be in the future of humans reacting with machines is now here. If you can control what happens on your computer screen, you can control an electric wheelchair, a prosthetic arm, or robots in the future.

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control the wheelchair. Our programmers are going to begin creating the use of the headsets to control electric wheelchairs with the cognitive process, which is your thought process. It will pick up conscious thoughts as well as non-conscious thoughts. For instance, if you want to move your wheelchair forward you will simply think the command ‘move forward,’ if you want to move left you concentrate on left. This would eliminate the use of the straw or personal assistant to help quadriplegics in particular be able to move around.

CEO CFO: How to you get this out of the realm of science fiction?

Mr. Fouch: That is a hurdle at first because it does seem so unbelievable. The reality is there are videos that we have created on the technologies, and 60 Min-

utes has created episodes, documented technology from other organizations as well as there are several videos out there. Discovery Channel has one as well on this technology, but the best way is to physically demonstrate this to somebody. What we like to do is be able to put the headset on someone who is a skeptic, let them at least run the demo that we have on the computer and spin the cube, lift the cube and even make the cube disintegrate or evaporate. You put the headset on and physically control the world around you with the power of your mind, and that is what it takes to become a believer. Soon this will be more commonplace and everybody will know about it, but until then nothing can beat the experience of putting on yourself and controlling the world with the power of your mind.

CEO CFO: What is the timetable?

Mr. Fouch: We are hiring additional programmers right now, trying to gain the top-tier programmers as well as physicians in their field, creating both the video game side as well as the medical applications that we just began. Our goal is to have a suite of games out there, meaning three or four within the next year that can be out there available for public purchase. They can either buy them individually or

bundled with the wireless headset. Then we look to have a medical applications division that will have functioning products that people that are disabled can really change their lives with, and the ones we are focusing on are the ones that have the most impact on people’s lives. Our goal is within three to five years to be a \$100 million company with several products out there on the market in both divisions that are patented under our name and protected.

CEO CFO: What is the financial picture like for Jedi Mind today?

Mr. Fouch: We are very fiscally conservative at this phase. We do have some larger institutions interested in funding our company to the tune of \$5 million. That is the number that we are looking to be fully capitalized so that we can com-

pletely develop the medical applications side, finish the games that we are currently working on and have a marketing budget to get us through international marketing. Currently we are capitalized fine at the level we are at, but we do look to grow quite a bit with that and we will need additional capital.

CEOCFO: You talk about international, are there other countries that might be more receptive?

Mr. Fouch: We are definitely starting in the US, but upon completion of our first round of games that are patented under our name; we do want to have international distribution. This is a product that will be used globally not just in America. So yes, we look to start here, have it refined, and quality control will be done here, but as the marketing begins, we look to penetrate globally.

CEOCFO: How will you be doing that?

Mr. Fouch: The sales will occur both on a retail level, which we hope to be in the retail stores such as GameStop and Best Buy and also with sales directly over the internet. For our medical applications, we will look for it to be sold to larger institutions, universities and directly to consumers that are disables or that have family members that have been disabled.

CEOCFO: What is the pricing of the games compared to what is out there now?

Mr. Fouch: The pricing of the games is comparable to what is out there now, which are created for Microsoft XBOX or Sony Playstation. Our games will go from around \$59 per game. The headset if you are buying it individually is sold for \$299 retail, which is comparable of buying a consol for XBOX or Playstation. So the prices for both the hardware, which is created by Emotiv, and the software, which is created by us, is very comparable to the current consols and games that are out there now on the market.

CEOCFO: Do you see resistance from some quarters that needs to be overcome?

Mr. Fouch: A misunderstanding of the technology, such as controlling another person's thoughts, could be a major hurdle, but we do not venture into that realm at all. This technology will not allow someone to control another person's thoughts. What it will do is allow man to interact with machines going forward, so interacting and giving command to your computer to operate is the beginning. As you lean forward, you will expand on that as far as where will this lead. As for human beings being able to interact with machines that may be destructive, well that is something that ethically and compliance-wise needs to be addressed before it gets there. So yes, there are in the future definitely some controls that will need to be put onto this technology.

CEOCFO: In closing, why should potential investors pay attention to Jedi Mind, and why will this be so phenomenal?

Mr. Fouch: We have a ground-level core technology, a whole new platform from which to develop many applications. It is the beginning of the time period where humans will interact with machines, whether that is a robotic arm that is replacing the old prosthetic limbs that you can control with the power of your mind or whether that is a simple video game that you control with the power of your mind. The reality is what was always thought to be in the future of humans reacting with machines is now here. If you can control what happens on your computer screen, you can control an electric wheelchair, a prosthetic arm, or robots in the future. So any time a company has a core technology that is emerging with so many applications to be applied to whether it is medical, entertainment industry or even household appliances, such as entering your room and thinking turn on your lights or turn on the music which can happen. That is now here and any potential investor that is investing at the ground level of a company like Jedi Mind Incorporated is on the forefront on this technology. We have a long way to go, but there is no better time than when it first comes out and that is now happening.



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