

## New Reality CVR as a treatment Modality for ADD/ADHD

ADD/ADHD are conditions that affect-----millions of people each year, both children and adults. The social and emotional toll these conditions exact on the individuals, the families, friends and school systems is sometimes overwhelming. While many advances have been made in early diagnosis and treatment, the majority of interventions still rely primarily on pharmaceutical protocols. While effective in many cases, it is only marginally effective in a large percentage of the cases and poses serious side effects and risks.

Many of the non-medication based treatments are very costly and require significant commitment of time and energy on already overburdened families. Therefore, an economical, effective, practical and easily implemented treatment is clearly needed. Additionally, avoiding the dangers and potential threats posed by medication, while addressing the cause of the imbalance is surely a worthy goal.

New Reality, with its proprietary programming and CVR technology can provide the stepping stone to moving the non-medication based treatment of ADD/ADHD forward in a crucial way. The NXTLink system uses well documented technology and advances in a unique and powerful system to effect changes in these conditions at the level of the true imbalance. By using a process called Frequency Following Response (FFR), through Audio and Visual Stimulation (AVS) the brain literally follows the lead of the IPOD like device, into a more balanced state of electrical activity.

There is strong evidence that the behavioral challenges manifested by the individuals exhibiting ADD/ADHD are related to abnormalities in the brain wave patterns. These children and adults produce higher than average frequencies in the Theta range (imagination, intuition), and insufficient amounts in the Beta (attention, focus, concentration) range. This manifests in a variety of behaviors that cause enormous challenges and strains for the families and school systems these children belong to.

The process of entrainment, or the capacity of the brain to resonate with an externally generated frequency, has been shown to occur with AVS. This process has been used to treat children and adults with ADD in clinical and school settings with significant improvements in behavior as measured by appropriate testing procedures. The process is completely painless, requires no additional equipment and can be done in a school setting or in the home.

New Reality proposes to capitalize on the previous success with AVS treatment and using even more advanced entrainment protocols, move this modality to the next level. Additionally, the equipment offers the opportunity to introduce target behavior oriented stories to the children during treatment, reinforcing appropriate social skills and increasing overall compliance. Entertaining and entraining at the same time!

The New Reality device has several key advantages and benefits. It is highly portable, adaptable, and low cost. The unit can easily be reprogrammed with new stories, modified protocols and is extremely user friendly. It is IPOD like in sizing and is rechargeable, yet extremely powerful in its ability to create dynamic changes in the brain wave patterns of the user.

We require funding to implement this proven technology on a significant scale. There are millions of people whose lives can benefit by the use of this device and by the investment in the improvement and advancement of this protocol. We intend to implement this device in schools, homes, clinical settings and in partnership with major advocacy groups. The need for this type approach is significant and we are prepared to further the progress of intervention in ADD/ADHD in an effective, practical, easily implemented and cost effective manner.

Letter of support from NeuroInfiniti

After testing other similar devices on the market I found the New Reality product, NXTLynk system, to be the superior due to the combination of several entrainment tools and variety of programs. We have tested the NXTLynk system's ability to alter brain wave patterns on our EEG equipment and found that not only did it change the patterns, but did so when they said it would. Very impressive! We recommend that our clients purchase the NXTLynk system to use as the starting point in re-formatting brain wave patterns. My relationship with the New Reality Company has demonstrated that they have a quality product and great track record of support. As it is difficult to instill the importance of retraining into an ADD or ADHD person's mind set, the NXTLynk system is perfect for the starting process for re-patterning.

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