

## CogniFit launches its new iPhone brain fitness mobile application

Wednesday 31 October, 2012

CogniFit, a leading developer of online brain training and cognitive programs, announces the release of its CogniFit [Brain Fitness mobile](#) application for the iPhone. The CogniFit brain fitness experience is now available to users through the CogniFit website as well as through their mobile phone.

Leveraging its scientifically validated technology and extensive cognitive database, the CogniFit Brain Fitness mobile application offers a serious program to assess and train the brain on the go. The mobile application seamlessly synchronizes the user's training and data results with the CogniFit website, offering to users the possibility to continue with their training exactly where they left off.

Ricard Perez, iOS Developer at CogniFit, explains: "The demand for serious mobile brain training is soaring with the rapid growth of smartphones and mounting interest for health & wellness solutions. Thus, leveraging our technology in a mobile platform is a key element for a healthy and more productive lifestyle for individuals around the world. The CogniFit Brain Fitness mobile app released today is the state of the art in the brain training category."

Neuroscientific research has shown that assessing and training cognitive skills can lead to valuable benefits to the users for a large variety of needs, which may, in turn, be instrumental in improving quality of life. The mobile application assesses and trains a wide selection of cognitive abilities such as working memory, divided attention and concentration.

David Rico, iOS Developer at CogniFit, explains: "Users can now enjoy their free time playing tasks and games that are truly beneficial to them. We have developed an application that is both fun and useful and can be accessed anywhere at anytime. The integration with the CogniFit website offers an unparalleled experience which answers to the needs of our growing number of users and opens the door to many more."

The CogniFit brain fitness mobile application is available today for free on the iTunes store.

### About CogniFit

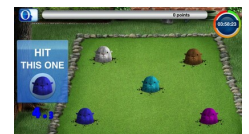
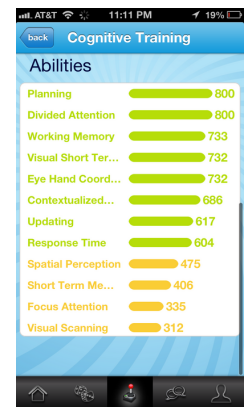
CogniFit is a leading developer of online cognitive programs that enable people to discover and improve themselves through [brain training](#).

Founded in 1999, CogniFit has developed a unique and patented technology that allows consumers to assess and train their cognitive skills and abilities to improve their quality of life. CogniFit is headquartered in New York City.

For additional information or interviews inquiries, contact the PR department at [media@cognifit.com](mailto:media@cognifit.com)

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CogniFit



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