

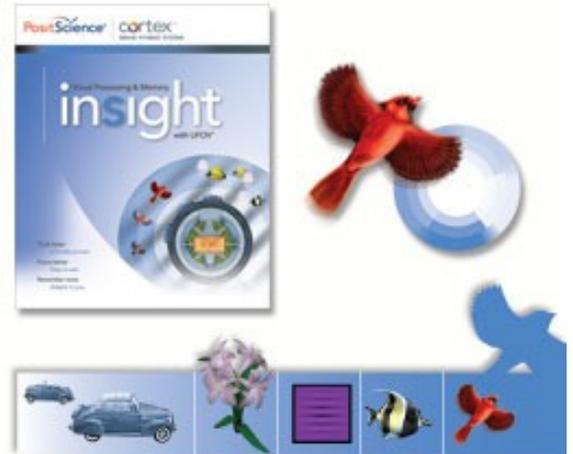


# Community Civic Association Of Laguna Woods Village

**Thursday, April 24, 2008 1:30 - 3:00 at CH 5**

# InSight

by Posit Science CEO  
**Jeff Zimman**



**Jeffrey Zimman**  
*Chief Executive Officer*

Jeffrey Zimman: Chief Executive Officer Jeff Zimman, our co-founder, President and CEO, leads our global team in the design, development, validation and distribution of computerized brain health programs. For the past two decades, Jeff Zimman has been involved with healthcare, information technology, and consumer products companies in implementing strategies leading to successful funding, high growth, and liquidity. Jeff Zimman is a former Venture Partner of VSP Capital, a former Managing Director of Lazard, where he founded and ran the investment bank's early stage advisory business, and a former partner of Cooley Godward, where he headed the corporate and securities practice in the law firm's San Francisco office. In addition to running these high-growth service businesses, Jeff Zimman has served on the boards of several start-up companies. Earlier in his career, Jeff Zimman was an award-winning newspaper reporter, covering business and technology. He earned his AB degree at Bowdoin College and his JD and MBA degrees at Stanford University.

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Watch for the coming of the

## **Practical Caregiving 101**

**CCA is joining with the Laguna Woods Globe, Vintage Senior Care, American Red Cross and Rebuilding Together** to bring this one of a kind Practical Caregiving courses.

## **InSight improves your visual processing to improve your mental sharpness.**

The InSight exercises are strategically designed to improve the visual system in multiple ways. These include:

**Speeding up visual processing.** This helps you keep up with quickly occurring visual events—such as a person stepping unexpectedly onto the street, a dance step you’re trying to watch and learn, or someone’s brief facial reaction to something said.

**Sharpening visual precision,** which can help you spot and remember details, such as what someone you recently met looks like or what dress your wife wore on your anniversary.

**Enlarging useful field of view** (the area over which you can extract information in a single glance). For a driver watching the car ahead, it might mean noticing a child running into the street after a ball. For a basketball player focusing on the basket, it might mean seeing an opponent coming in from the side in time to prevent a steal. For a parent running to a crying child, it might mean avoiding tripping on a toy.

**Expanding divided attention,** which can help you track multiple moving objects, including cars at a busy intersection, children running around a playground, or your soccer team members as they run downfield.

**Improving visual working memory,** which has innumerable benefits to daily life—from remembering where you left something, to keeping track of who is who in a new setting, to recalling the order in which you saw events unfold.

## **What is UFOV®?**

UFOV (Useful Field of View) is the area over which you can quickly and accurately see details without moving your eyes or head. It is also a visual training and assessment technology that has been investigated in dozens of published studies, many funded by the National Institutes of Health. Developed by Visual Awareness Inc., UFOV has been proven to increase driving skill and safety and reliably predict an individual's risk of being involved in a traffic accident. UFOV training can also help people complete activities of daily living more quickly and accurately and help older adults maintain overall health-related quality of life.

In early 2008, Posit Science acquired Visual Awareness Inc and UFOV. UFOV is incorporated into the exercises featured in the InSight program.

InSight features five exercises that target the brain's visual processing (seeing) abilities:

**Sweep Seeker** Asks you to respond to visual “sweeps” to speed up visual processing.

**Road Tour** Improves your “useful field of view” (UFOV), the area over which you can quickly and accurately see details without moving your eyes or head.

**Bird Safari** Exercises your visual precision by requiring you to locate specific birds in your peripheral vision after they flash very quickly on screen.

**Jewel Diver** Works out your divided attention by asking you to track multiple jewels moving around the ocean.

**Master Gardener** Directly targets visual working memory by having you remember and match similar pictures.

**Demo of program can be found at:**

**<http://www.positscience.com/products/demos/>**

**What are the benefits that I can get from using the program?**

People who use InSight experience a wide variety of cognitive benefits and improvements in their everyday lives, including significantly improved driving skills and safety. Clinical trials have demonstrated that InSight increases visual processing speed by 300%, letting you react more quickly to what you see. InSight also increases useful field of view (UFOV)—the area over which you can take in visual information without moving your head or eyes—by an average of 200% and reduces dangerous driving maneuvers like unsafe lane changes by 38%.

InSight also enables people to complete activities of daily living, like balancing a checkbook, more quickly and accurately, and helps them to maintain health-related quality of life.

**Test yourself at these Windows based sites:**

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**Brain Speed Test** <http://bfc.positscience.com/eval/bst.php>

**Speech in Noise** <http://bfc.positscience.com/eval/snr.php>

**Word List Recall** <http://bfc.positscience.com/eval/wlr.php>

## **Adult Education Programs**

**Adult education courses use Posit Science programs as the cornerstone of their memory enhancement curricula. They report that Posit Science brain fitness classes fill a community need as the programs:**

- Build life skills and employment readiness**
- Have approximately 40 - 80 hours of classroom content**
- Assess student progress for measurable, easily reported outcomes**
- Have a high completion rate—over 90% on average**
- Require no prior computer experience, making classes accessible to a broad range of students**

**For more information or to discuss offering Posit Science brain fitness classes in your adult education organization, call 800-291-2826.**

### **Orange County Schools:**

#### **Saddleback Valley Unified School District Adult Education Program**

25598 Peter A. Hartman Way

Mission Viejo, CA 92691

Ph: 949-837-8830

Fax: 949-837-1921

**Website:** <http://www.goadulted.com/>

#### **Huntington Beach Adult School**

Programs for Older Adults (POA Department)

16666 Tunstall Lane

Huntington Beach, CA 92647

Ph: 714-847-2873x232

Email: [cmcgough@hbadultschool.com](mailto:cmcgough@hbadultschool.com)

**Website:** <http://www.hbadultschool.com/>



# Community Civic Association

## Of Laguna Woods Village

PO BOX 2613 . LAGUNA HILLS . CA 92654 . Tax ID Number: 953650998

Dear CCA Members and Future Members:

CCA is dedicated to bringing you programs that will benefit you and your neighbors. If you would like to work with the program committee in planning future meetings please contact Denise Welch at [DennyWelch@AOL.com](mailto:DennyWelch@AOL.com).

We also need people too to help with our various computer projects.

Thanks for your continuing support.

*Denny*



# **Community Civic Association**

**Of Laguna Woods Village**

May 22, 2008 at Clubhouse 5 from 1:30 to 3:30

**Memory Loss, Aging, and  
How to Keep Your Brain  
Healthy by  
Kent Peppard, Ph.D.  
Clinical Psychologist**

**Co-sponsored with  
Laguna Woods Village Social Services**

Refreshments will be served  
For further information and special needs  
please call Denise Welch 770-5760