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Sunday, February 21, 2016

## "Own My Swing" Implements FocusBand™, Myelinator™ Integration

### Real-time neurofeedback dramatically cuts game improvement time

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Rancho Santa Fe, CA - February 23, 2016 -

Own My Swing has now released Myelinator™/Home and Myelinator™/Academy Swing Coaches. Myelinator™/Home targets serious golfers who typically own a Trackman or FlightScope launch monitor. The Myelinator™/Academy addresses the needs of teaching professionals and generates revenue without the instructor even being present. ([ownmyswing.com/Myelinator.php](http://ownmyswing.com/Myelinator.php) (<http://www.ownmyswing.com/Myelinator.php>))

Now, for the first time ever, Myelinator™ technology has been integrated with FocusBand™, with both providing active neurofeedback and dramatically cutting down the amount of time it takes for improvement. According to Own My Swing Founder, Howard Reisman, aka MyelinatorMan, "In the past it would take 1,000 swings to learn a skill and it would take 10,000 to master that skill. Our goal is to revolutionize the golf instruction industry utilizing neurological and biofeedback with both Myelinator™ and FocusBand™ that could reduce training time by up to a factor of ten!"

"Integrating FocusBand™ with Myelinator™ helps bring the whole process full circle. It's a great way to hit all aspects of your routine," declared Matt Walter, Own My Swing Performance Coach and Director of Player Development at Westhaven Golf Club in Nashville. "We have the ability to strengthen the neurological pathways between brain and body so that you can see results much faster. We have commenced The 100 Swing Challenge where 12 players of different skills, ages and genders are participating. The challenge/case study has already allowed players to see rapid and massive results in their golf game all without ever hitting a golf ball!"

FocusBand™, the #1 wearable, motion based brain-sensing headset on the PGA Tour, like Myelinator™ also uses real time audio-visual neurofeedback. The left-brain can only download 40 instructions a second while the right brain can download up to 11 million instructions a second. "In order to Myelinate the pathway and use the swing you have created you must be in

the right brain state, or Mushin", said Walter. (ownmyswing.com/iFocusband.php (http://www.ownmyswing.com/iFocusband.php))

Myelinator™ consists of proprietary Myelinator Academy Performance Software (MAPS) running on a high speed Windows 10 processor driving high speed graphics being displayed on a 23" HD touch screen monitor. Two (2) powerful 3D sensors are attached, one to the body the other to the club. A customized ideal swing based on body type is then loaded into memory with the swing path being defined by metrics addressing thirteen (13) positions in three dimensional space for both the club head and body. These become the metrics for the golfer's unique swing. Practice consists of only fifteen (15) minutes day - and no golf balls to hit! The Myelinator™ is truly the game changing technology.

### **About Own My Swing**

Own My Swing delivers disruptive brain-centric products and services enabling serious golfers to finally ownership of their golf game. World-class engineers, programmers, PGA Tour-level performance and biomechanics coaches have designed Own My Swing's proprietary products, including The Myelinator™ Swing Coach, (ownmyswing.com/Myelinator.php (http://www.ownmyswing.com/Myelinator.php)), and FocusBand™ (ownmyswing.com/iFocusband.php (http://www.ownmyswing.com/iFocusband.php)). The Own My Swing Academy, in Carlsbad, CA and Nashville, TN integrate these products with proprietary learning methodologies in its signature 'Practice Made Perfect'™ Program. For more information visit OwnMySwing.com



(<http://OwnMySwing.com>)  
([ownmyswing.com](http://ownmyswing.com)  
(<http://www.ownmyswing.com>)) or call  
866-456-6543 Ext 101.

From left to right, Howard  
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