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Online brain fitness center introduced

By Jonathan Jay Gibian

A U.S. company has opened the first online "science-based" brain fitness center, offering mental exercise workouts.

The Web site -- sharpbrains.com -- boasts e-based mental exercise equipment, personal brain trainers, and nearly 200 articles, interactive blog postings and interviews with industry experts.

"People are realizing that cross-training their brains, in addition to their bodies, is essential to overall health," said Alvaro Fernandez, co-founder of SharpBrains. "We predict the same surge in brain exercise that occurred with physical fitness in the '70s."

Similar to joining a physical fitness gym, visitors to sharpbrains.com are encouraged to complete a brief questionnaire to identify their brain fitness goals. Based on their needs, one or more brain fitness programs are suggested to help them attain their goals.

Members then take one or more assessments to determine their starting level and in which areas of brain fitness they need the most help. The program is said to tailor the activities to the members' needs and track their progress.

The San Francisco company said time commitment varies with each program, but generally about 30 minutes, three times a week, are needed to achieve a program's intended results.



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