



ZING
PERFORMANCE

The Science Explained

Provided by Zing Performance

THE SCIENCE EXPLAINED



Introduction

Zing Performance was founded in order to enhance human performance through utilizing the best research in neuroscience.

The company's team of scientists, educators and business leaders worked for many years to develop and test a program that enhances brain function, based on cutting-edge research from some of the world's top universities. Zing Performance is the result and the company has developed several programs for children, athletes, women and men.

Zing Performance is engaged in ongoing research and development, and users will benefit from our dedication to the continual improvement of the Zing programs.

Research Basis

There is a large body of evidence supporting how exercise improves performance. So much so that the U.S. Department of Health and Human Services produced a booklet for schools summarizing the impact of exercise on academic performance, including indicators of cognitive skills and attitudes, academic behaviors, and academic achievement. It summarizes 50 well researched published papers in a form that schools can use (see https://www.cdc.gov/healthyyouth/health_and_academics/pdf/pa-pe_paper.pdf “The Association Between School-Based Physical Activity, Including Physical Education, and Academic Performance”).

Our research has benefited greatly from this wealth of knowledge and sought to take it further. Our belief is that each brain is unique and has reached different stages of development. We have therefore focused our efforts on creating personalized programs for these ‘different brains’. Whilst a one-size-fits-all approach is effective with some, it often fails those that need it most, and probably does not bring out all of the latent potential in any. We concluded that a fully customized program would take this exciting possibility further.

Furthermore, when the brain has responded to a certain type of exercise with a specific level of challenge (or ‘difficulty’) it should have ‘developed’ accordingly. It is then ready for the next stage of growth which can be achieved with increasing levels of stimulation or difficulty. In practice, the Zing program assesses the development and intelligently increases the stimulation so the brain continues to progress in its development until it appears optimized.

Brain Performance Drives Development

The Zing programs not only help develop your ability to learn new skills quicker but when the cerebellum is fully functional a person's executive functions will increase. Executive functions include attention, working memory and cognitive flexibility. Improving this area will have a knock-on effect to other aspects of a person's life including social skills, productivity and depression.

Many studies have been done on the impact of executive functions but below is a table from Diamond (2013) which summarizes its effects:

Aspects Of Life	The ways in which executive functions (efs) are important to that aspect of life	References
Mental Health	EFs are impaired in many mental disorders, including: <ul style="list-style-type: none"> - Addictions - Attention deficit hyperactivity disorder (ADHD) - Conduct disorder - Depression - Obsessive compulsive disorder (OCD) - Schizophrenia 	Baler and Volkow (2006) Diamond (2005), Lui and Tannock (2007) Fairchild et al. (2009) Taylor-Tavares et al. (2007) Penadès et al. (2007) Barch (2005)
Physical Health	Poorer EFs are associated with obesity, overeating, substance abuse, and poor treatment adherence	Cresioni et al. (2011), Miller et al. (2011), Riggs et al. (2010)
Quality of life	People with better EFs enjoy a better quality of life	Brown and Landgraf (2010), Davis et al. (2010)
School readiness	EFs are more important for school readiness than are IQ or entry-level reading or math	Blair and Razza (2007), Morrison et al. (2010)
School success	EFs predict both math and reading competence throughout the school years	Borella et al. (2010), Duncan et al. (2007), Gathercole et al. (2004)
Job success	Poor EFs lead to poor productivity and difficulty finding and keeping a job	Bailey (2007)
Marital harmony	A partner with poor EFs can be more difficult to get along with, less dependable, and/or more likely to act on impulse	Eakin et al. (2004)
Public Safety	Poor EFs lead to social problems (including crime, reckless behavior, violence, and emotional outbursts)	Broidy et al. (2003), Denson et al. (2011)

Source: Diamond (2013)



Brain - Body Connection:

The Key To Lasting Improvements

The Zing programs create enhanced human performance by engaging the brain-body connection.

Using a personalized program of coordinative exercises which you access through an app, we develop the connections in your brain required to perform at your best. Neurological assessments are used to monitor your progress and update you on your changes.

These exercises require difficult and careful movements, but no great physical strength or endurance, for example standing on one leg and moving your head from side to side.

By performing coordinative exercises daily, it stimulates part of the brain responsible for attention, memory and coordination making it more efficient and automatic. When these skills are more automatic there is less stress on the brain increasing the 'mental resources' available for a range of tasks.

The coordinative exercises stimulate three areas of the balance system and the repetitive stimulation of these systems leads to development in a region of the brain called the cerebellum. The cerebellum is a small yet major brain region, at only 10% of the brain's volume it holds 50% of the total neurons.

🌐 'The Brain's Brain' - An Overview Of The Cerebellum

The power of Zing lies in recent discoveries about a part of the brain called the cerebellum. Sometimes known as “the brain’s brain”, the cerebellum is responsible for the automation of fundamental skills. These skills include spatial awareness, language skills and social interaction. When the automation of basic skills is not fully developed, simple tasks have to be undertaken by the working memory — a part of the brain that is critical for processing information and making executive decisions.

The cerebellum has grown in importance with research into the area increasing significantly in the last 5 years as neuroscientists have realized that it plays a larger role and particularly in cognition – a selection of research papers in support of this are referenced below:

- **Cerebellar brain volume accounts for variance in cognitive performance in older adults.**
Michael J. Hogan, et al., (2010)
- **Mechanisms of cerebellar contributions to cognition in humans.**
Christian Bellebaum, et al., (2012)
- **Seeking a unified framework for cerebellar function and dysfunction: from circuit operations to cognition.**
Egidio D’Angelo and Stefano Casali. (2013)
- **The Cerebellum’s Role in Movement and Cognition.**
Leonard F. Koziol, et al., (2014)
- **Rapid Evolution of the Cerebellum in Humans and Other Great Apes.**
Robert A. Barton, and Chris Venditti. (2014)
- **The Cerebellum, Sensitive Periods, and Autism.**
Samuel S-H Wang, et al., (2014)

⚡ How Does Zing Stimulate The Brain?

At Zing Performance we have built upon research which demonstrates that the cerebellum can be developed through coordinative exercise and particularly through exercises that stimulate the three areas which form the balance system;

- 1 vestibular system - which is located in the inner ear.
- 2 visual system - uses information received through the eyes.
- 3 somatosensory system - uses information received from the muscles and joints.

- **Acute coordinative exercise improves attentional performance in adolescents.**
Michael J. Hogan, et al., (2010)
- **Brain changes associated with postural training in patients with cerebellar degeneration: A voxel based morphometry study.**
Roxana G. Burciu, et al., (2013)
- **Increased Cerebellar Volume and BDNF level following Quadrato Motor Training.**
Tal D. Ben-Soussan, et al., (2015)

By stimulating the balance system and providing a challenge to the cerebellum, sensory feedback from the body whilst performing the exercises will indicate a failure to maintain balance, and this will lead to extensive cerebellar activation in 'error mode'. This activation facilitates brain changes, 'shaking' up existing networks, and allowing the connection of brain regions that were previously not connected. Success in this type of exercise will specifically improve the body's coordination under abnormal conditions but can also prime the brain for change and breaking out of old habits.



What Evidence Is There?

There are numerous research papers published on coordinative exercise developing brain function, however we have selected two easy to understand studies and provided the summaries below. The first study uses elderly participants, being able to show an increase in cognitive function in this declining generation indicates that an improvement could be made in the general population.

1 Effectiveness of coordination exercise in improving cognitive function in older adults: a prospective study

Timothy CY. Kwok, KC Lam, PS Wong, WW Chau, Kenneth SL. Yuen, KT Ting, Elite WK. Chung, Jessie CY. Li, Florence KY. Ho. (September 2011)

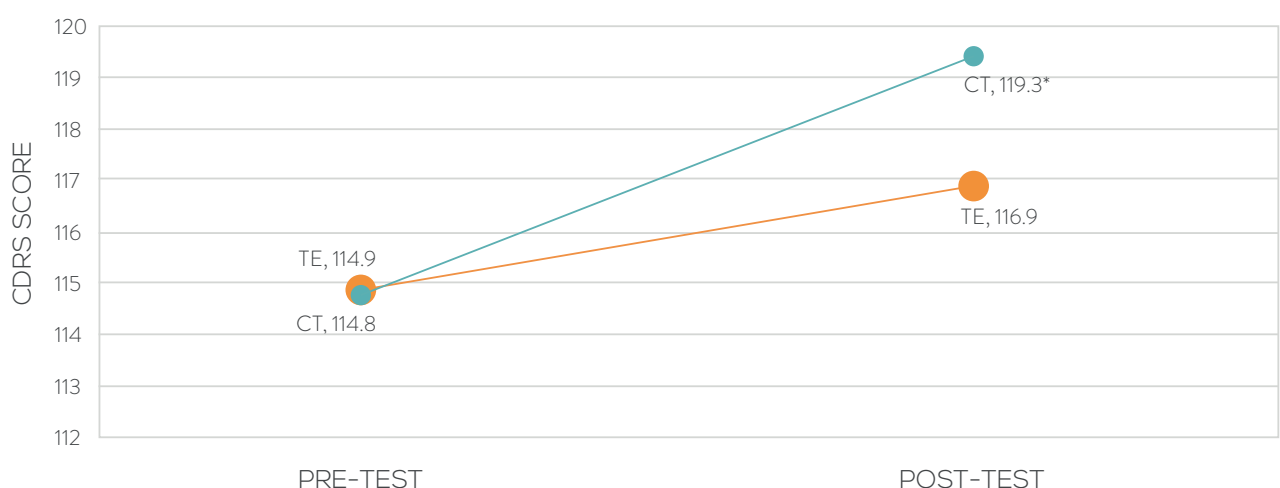
40 participants (3 males, 37 females) mean age of 79yrs.

Methods

Participants from two centers for the elderly were allocated to practice either an 8-week coordination training (CT) program or an 8-week towel exercise (TE) program. The Chinese Dementia Rating Scale (CDRS) was used to measure cognitive functioning of participants among other physical measurements. These assessments were administered before and after the program.

Results

The dementia rating scale scores (CDRS) of the coordination training (CT) group improved significantly from 114.8 at pre-test to 119.3 after training. The scores of the towel exercise (TE) group also improved from 114.9 at pre-test to 116.9 after training.



Conclusion

Findings from this study demonstrated that low-intensity level mind-body exercise could be beneficial to the cognitive functioning of older adults, particularly coordinative exercises.

What Evidence Is There?

2 Acute coordinative exercise improves attentional performance in adolescents.

Henning Budde, Claudia Voelcker-Rehageb, Sascha PietraByk-Kendziorraa, Pedro Ribeiroc, Gunter Tidowa (June 2008)

Healthy adolescents aged 13-16yrs old from an elite performance school; 99 (80 male and 19 female) mean age of 14.98yrs.

Methods

The group was split into 2 sub-groups. A group of 52 (44 male, 8 female – referenced as the ‘NSL’ group in the results) who performed normal physical education classes of medium intensity exercise without any specific coordinative requests, and a group of 47 (36 male, 11 female – referenced as the ‘CE’ group in the results) who performed coordinative exercises which were selected from special coordinative training forms for soccer.

The Neuropsychological performance of students were assessed in areas of attention and concentration through an assessment called the d2-test.

Results

- A) GZ – total number of responses
- B) SKL – standardized value of the number of correct responses minus errors of confusion
- C) F% – number of errors related to the total number of responses

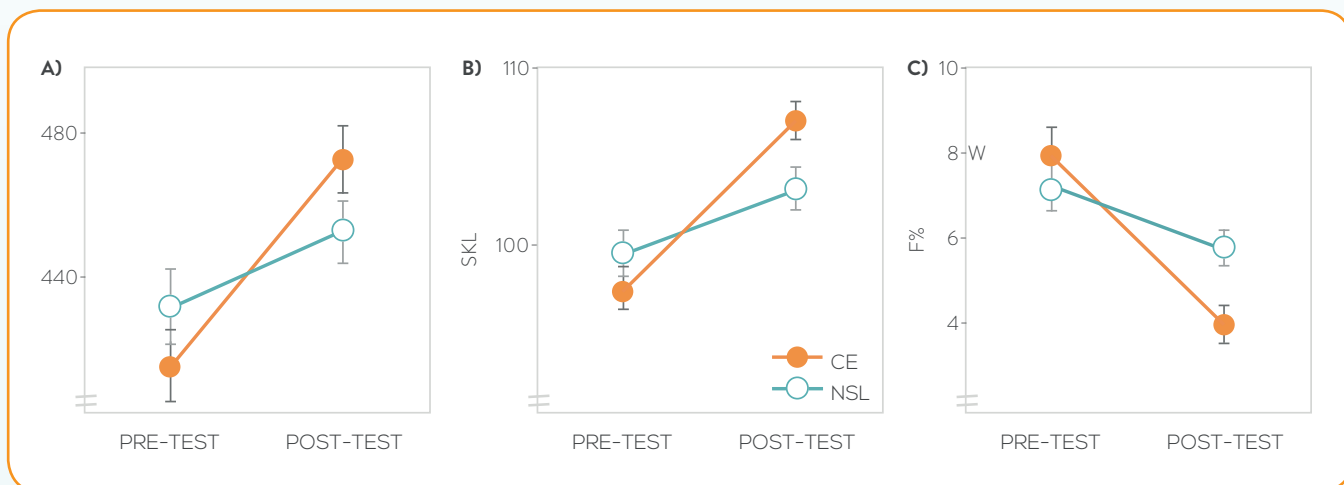


Fig 1. (a) results of the GZ for the experiment group (CE) and the control group (NSL). (b) Results of the SKL for the experimental group (CE) and the control group (NSL). (c) Results of F% for the experimental group (CE) and the control group (NSL).

What Evidence Is There?

Conclusions

The results indicate that the group which undertook the coordinative exercises (CE) displayed greater improvements in the controlled attention and concentration tests over the group which undertook regular physical exercise.

in terms of memory, attention and coordination. The Insight assessments used to evaluate user progression are therefore the most accurate in testing performance on these dimensions:

- Memory: long and short term memory recall, working memory
Schoenauer, et al., 2014; Albouy et al., 2015; Moreau & Conway, 2013.
- Attention: task switching and response inhibition
Diamond, 2013; Oei and Pattersen, 2014; Lustig et al., 2007.
- Coordination: motor coordination and timing
Riecker, et al., 2003; and Guenther et al., 1998

In addition, as a result of these benefits caused by the program's stimulation, it is reasonable to expect to see beneficial changes in other areas of life and in particular those areas that involve input from the above three dimensions. These can include cognitive aspects, such as enhanced attention and working memory, physical aspects such as game playing and agility, and social aspects, such as better inter-personal skills and confidence. It is therefore clear that Zing Performance can impact not only on learning but also on personal wellbeing.

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