

EXPERIENCE ONTARIO IN VANCOUVER

LIVE | 17 DAYS ONLY!

GAME ON!



Ontario is lighting the way with InteraXon! A never before experienced thought-controlled computing attraction called "InteraXon Bright Ideas" ... symbolic of the innovation and ingenuity of Ontario's start up companies.

Users will don headsets and learn to use their thoughts to control the real light shows in real time on 3 of Ontario's most recognizable landmarks : the CN Tower, Niagara Falls and the Parliament Buildings.

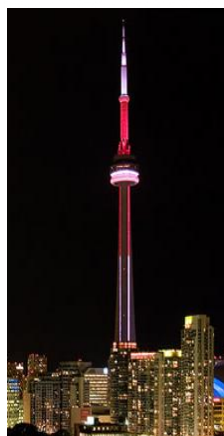
InteraXon's proprietary technology is connecting people's thoughts to three of Ontario's largest, most famous landmarks and seeing them light up live in Vancouver.

InteraXon is lighting the way to future thought controlled computing possibilities ... from previously manual tasks to now hands free applications to assisting the disabled, today's entertainment is the foundation of tomorrow's essential technologies.

Ontario House is wired with HD or SD transmission fibre which can be accessed via Toronto TOC.

Media inquiries:
Mark Thompson
416.325.8391

Mark.Thompson@ontario.ca



vancouver 2010
TM/MC

CONTRIBUTING PROVINCE
PROVINCE CONTRIBUTRICE

ONTARIO
CANADA

EXPERIENCE ONTARIO IN VANCOUVER

LIVE | 17 DAYS ONLY!

GAME ON!



This February 2010, visitors to the Ontario Pavilion at the Vancouver Winter Olympics can control live lightshows on Toronto's CN Tower, Niagara Falls and the Parliament buildings in Ottawa – all the way from Vancouver – using only their minds.

Upon arrival at InteraXon's Bright Ideas you are greeted by a trained host who leads you to your own comfortable pod and hands you a small headset. In front of you is a large projection screen showing one of the three sites as well as a small training screen near your seat.

With help from the host, you will learn to deliberately alter your brainwaves. By focusing or relaxing your mind, you can change the display on the training screen. Music and vibrations in your seat let you know when you're on the right track. After a brief training period, you get to go live to direct your own lightshow on one of the sites using your brainwaves.

Thoughts are turned into light patterns instantaneously as your brain's digital signal is beamed over the Rocky Mountains, across vast prairies all the way to three major Ontario icons – a distance of 3000 km.

This project – a first at this grand scale – allows each participant to experience a very personal connection with these massive Ontario landmarks, and with every Canadian watching the lightshow, online or in person.

Although this may seem like science fiction, the technology is real, and here and Ontario is leading the charge.



Located in Toronto, InteraXon designs and creates thought controlled products and experiences. The company offers services to companies and organizations looking to engage in the emerging thought-controlled technology market.

InteraXon is the only company in Ontario leveraging thought controlled computing in this way and is one of the leaders globally.



Ariel Garten, Chris Aimone and Trevor Coleman of InteraXon.



vancouver 2010
TM/MC

CONTRIBUTING PROVINCE
PROVINCE CONTRIBUTRICE

ONTARIO
CANADA