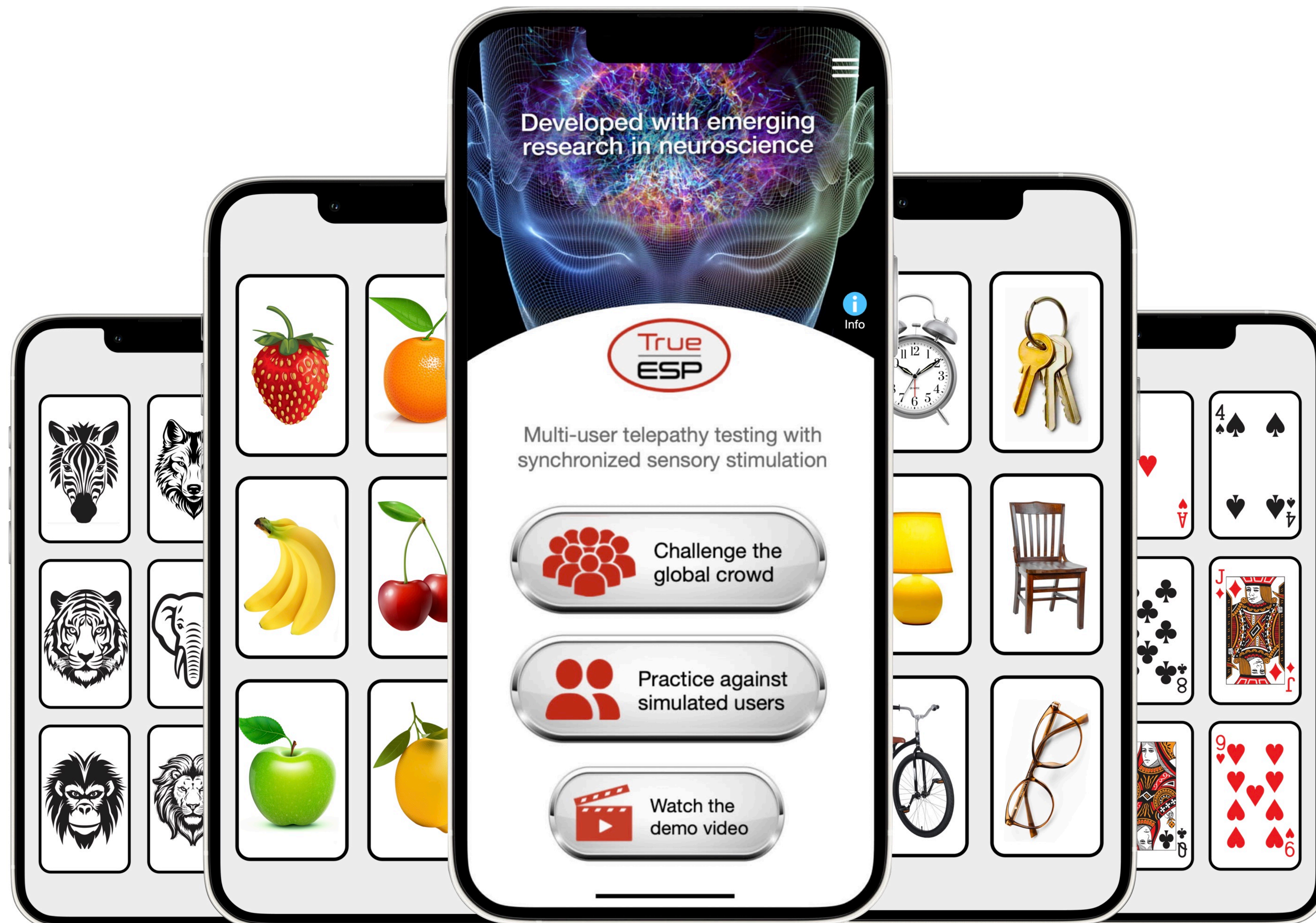
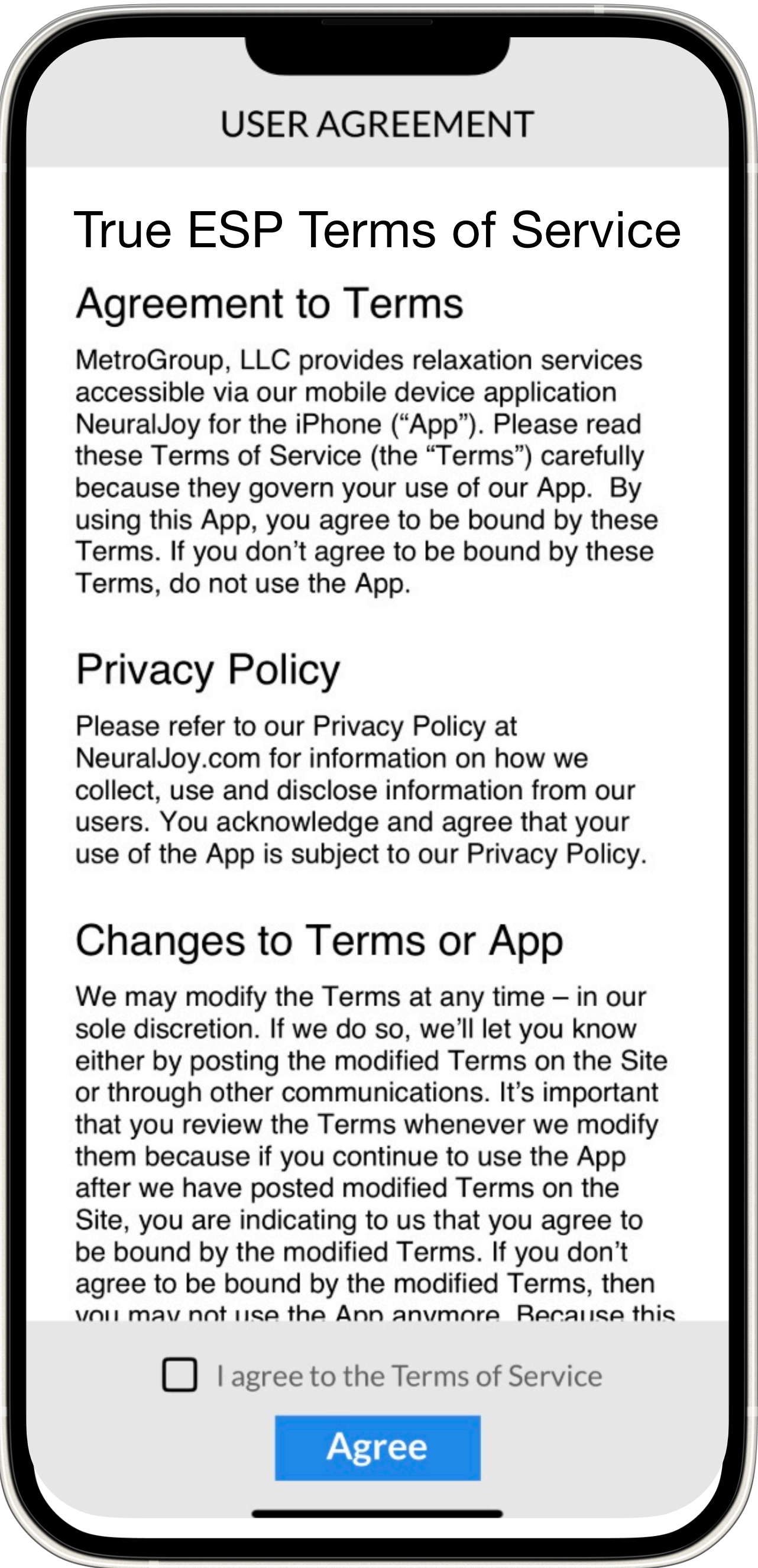




Specifications for App Development



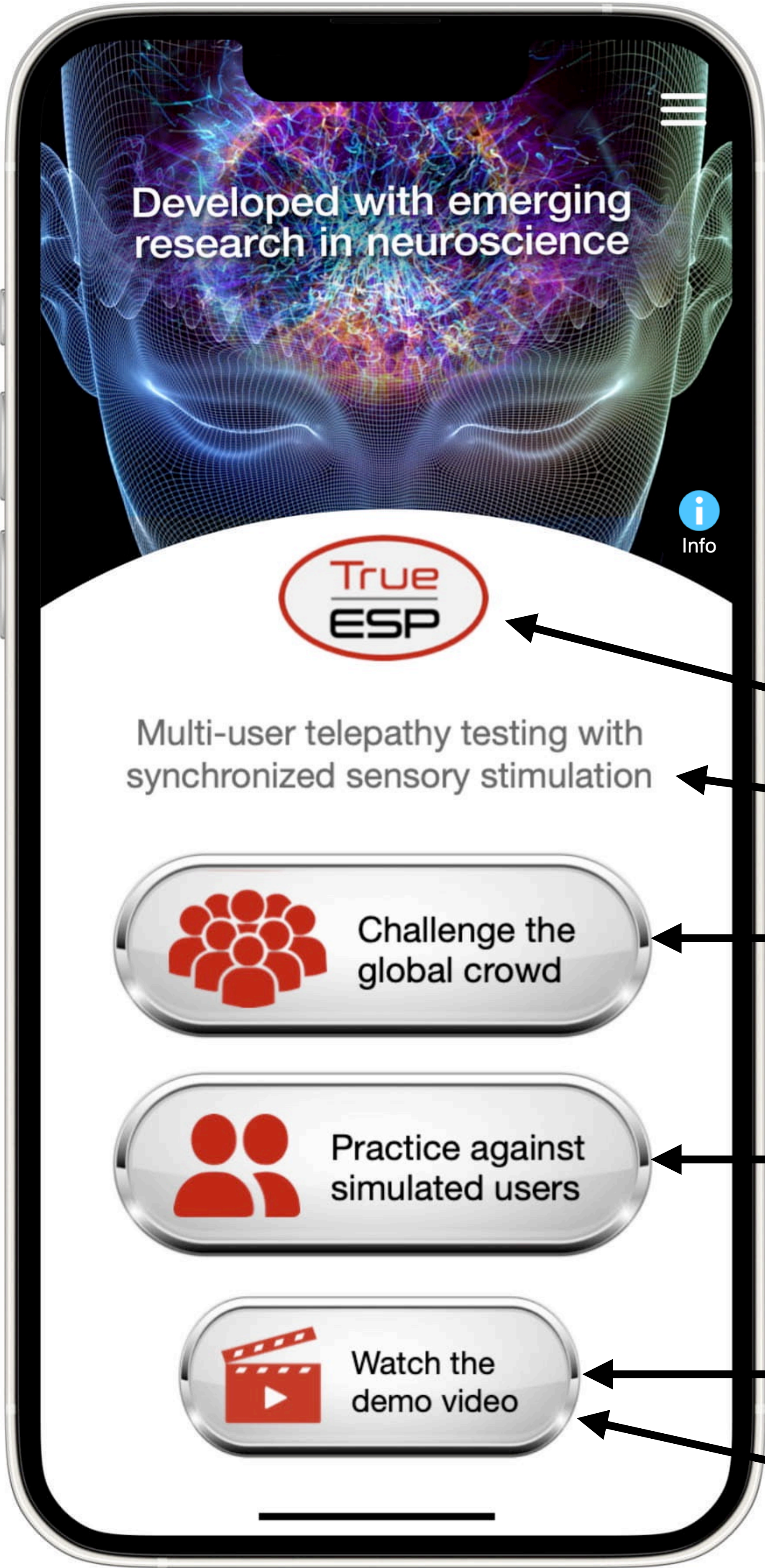
Terms of Service Screen



Same design as NeuralJoy

Content in file "terms.rtf"

Home Screen



Slider was removed

"home.mp4" video loops continuously

"user_guide_white.png" button links to User Guide screen with one long PDF – shown on page 22

"true_ESP_logo.png"

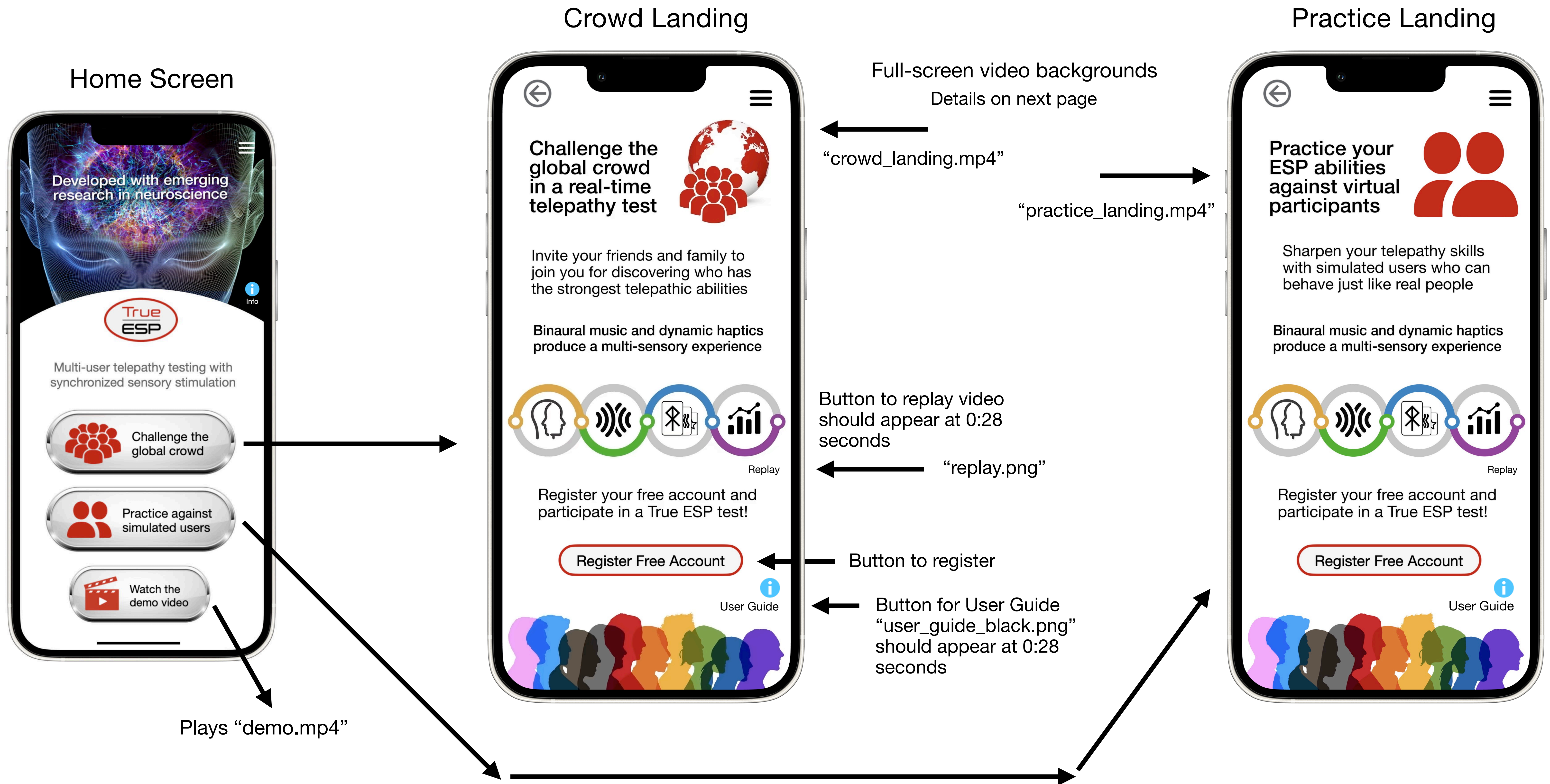
Font is: "helvetica-neue-regular.ttf" – included

"home_button_1.png"

"home_button_2.png"

"home_button_3.png"

Plays "demo.mp4"



App Buttons

All app buttons will use the following colors

Register Now

Red is Hex #BC271A

Grey is Hex #F4F4F4

Borders are 5 px

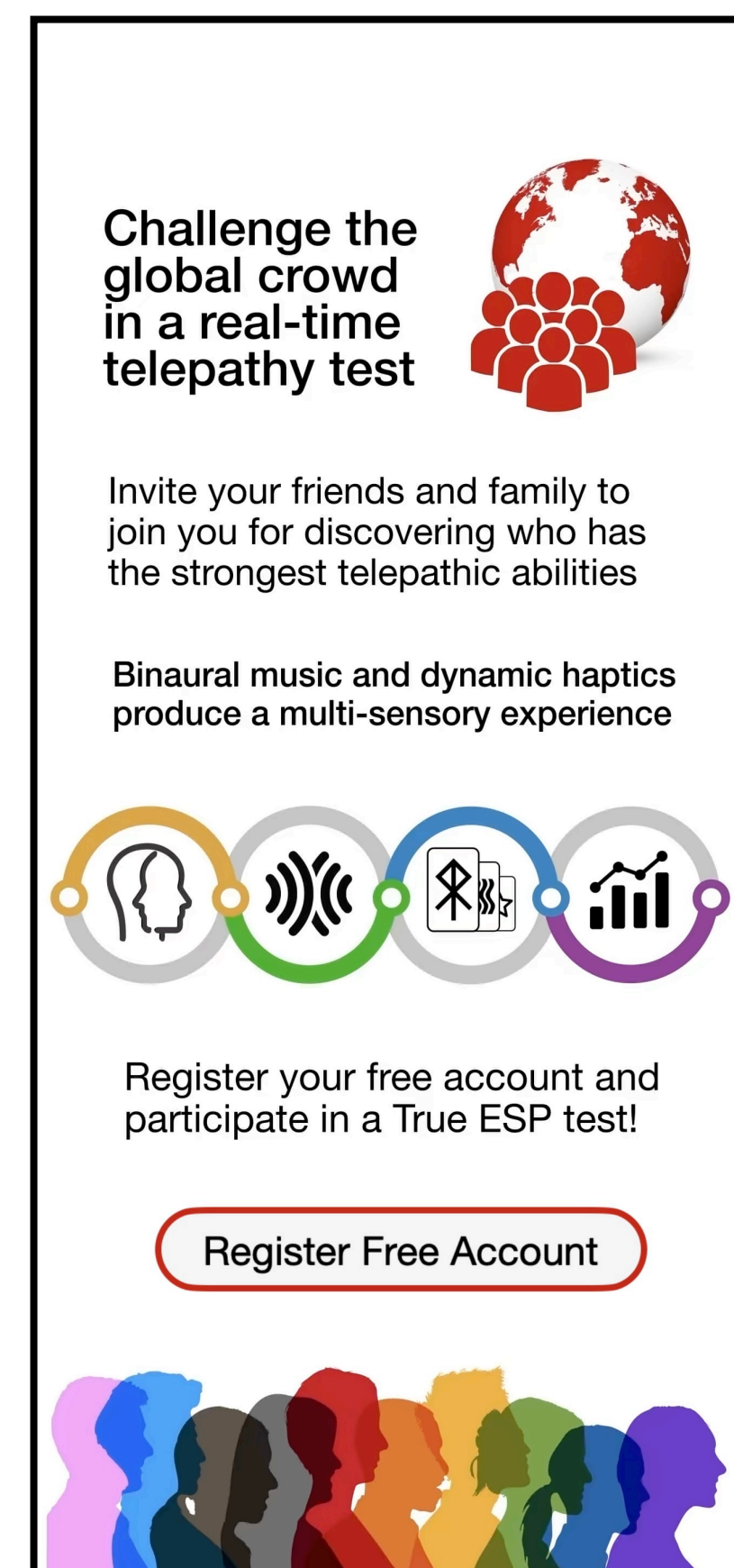
Font is Helvetica Neue

Landing Screens

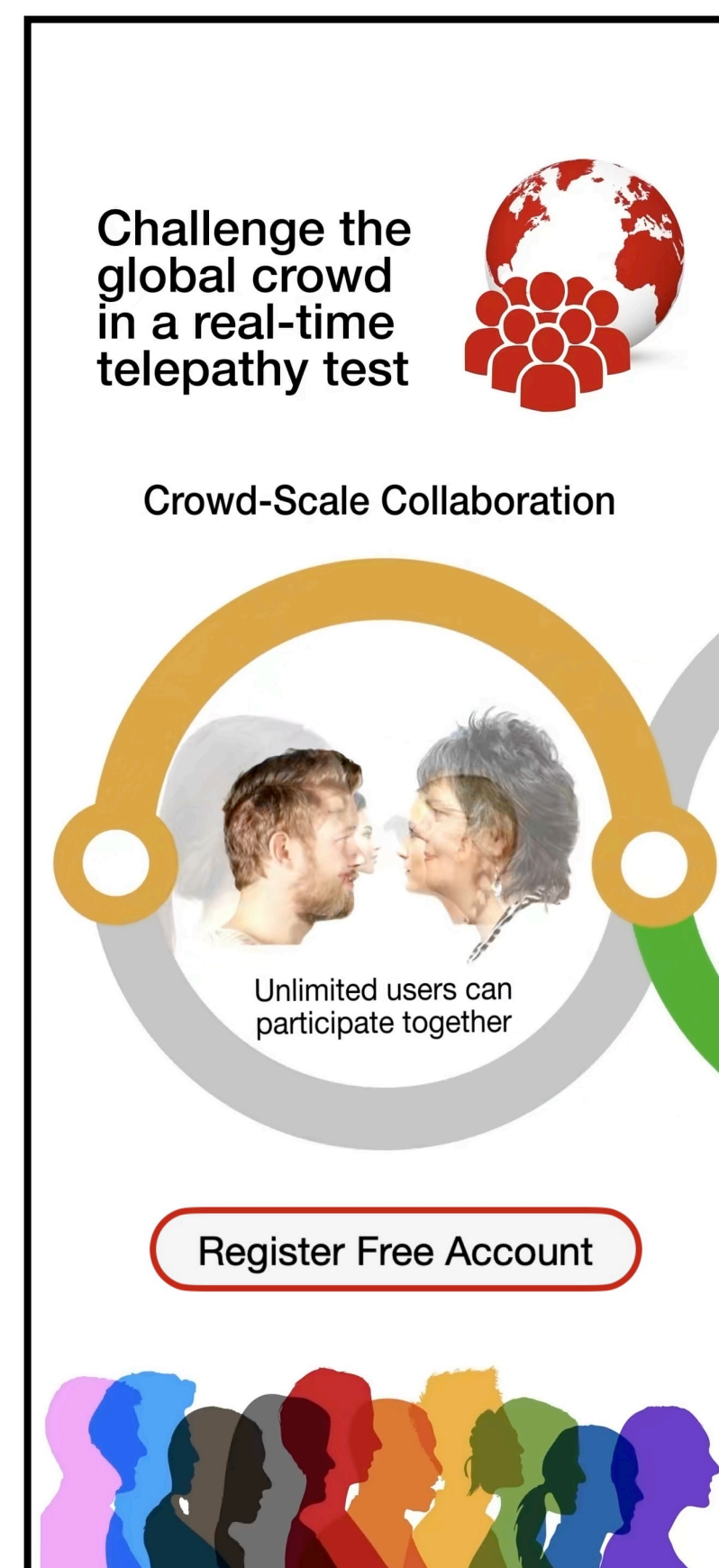
- JPG poster images should be displayed upon screen load: “crowd_landing_poster.jpg”
- Add a 3 second delay before the videos begin playing
- The “Replay” button should appear at 0:28 seconds – after the animation ends
- If the user presses this button to replay the video, there should be NO delay.
- When the replayed video ends, the Replay button should re-appear at 0:25 seconds
- This same layout scheme should be used for both the Crowd and Practice Landing Screens

*** The Register button should be visible at all times

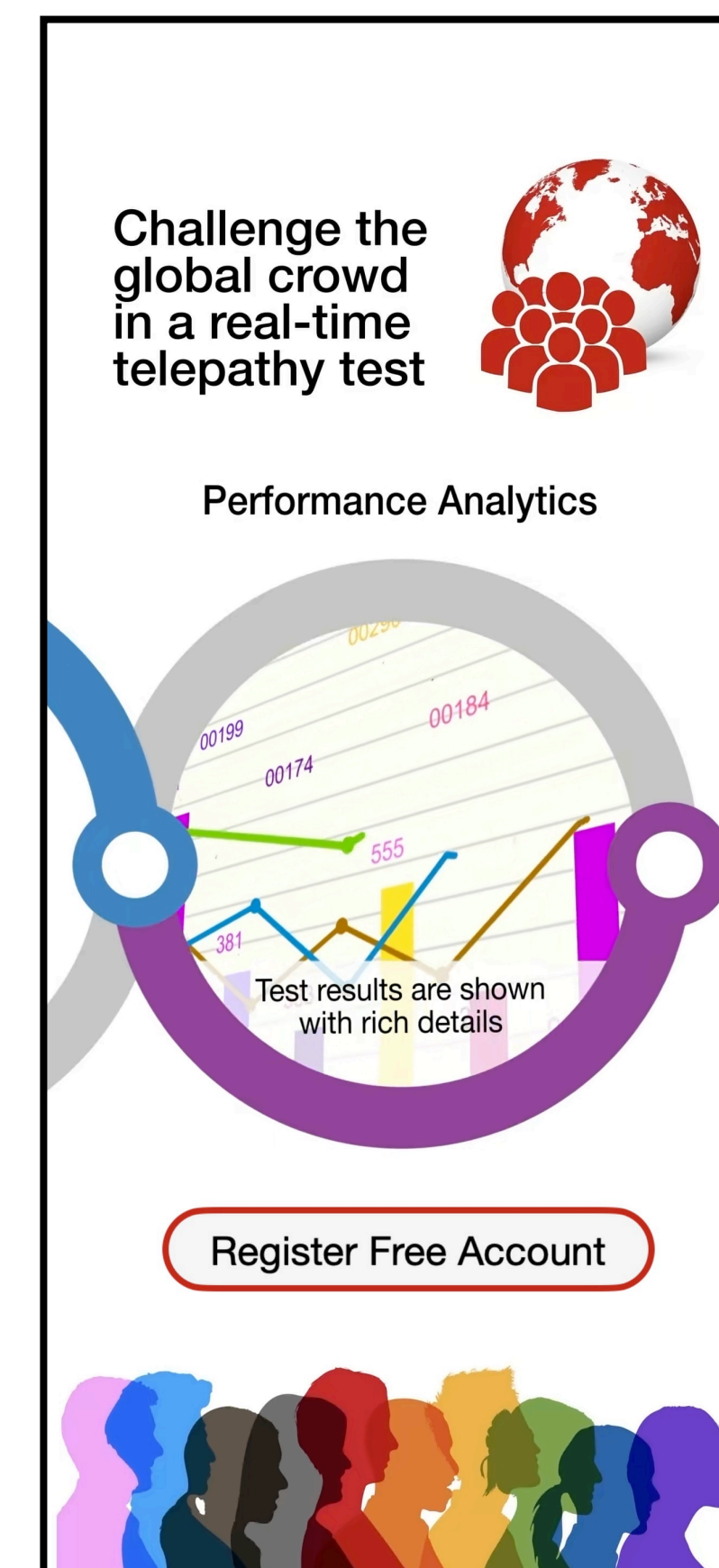
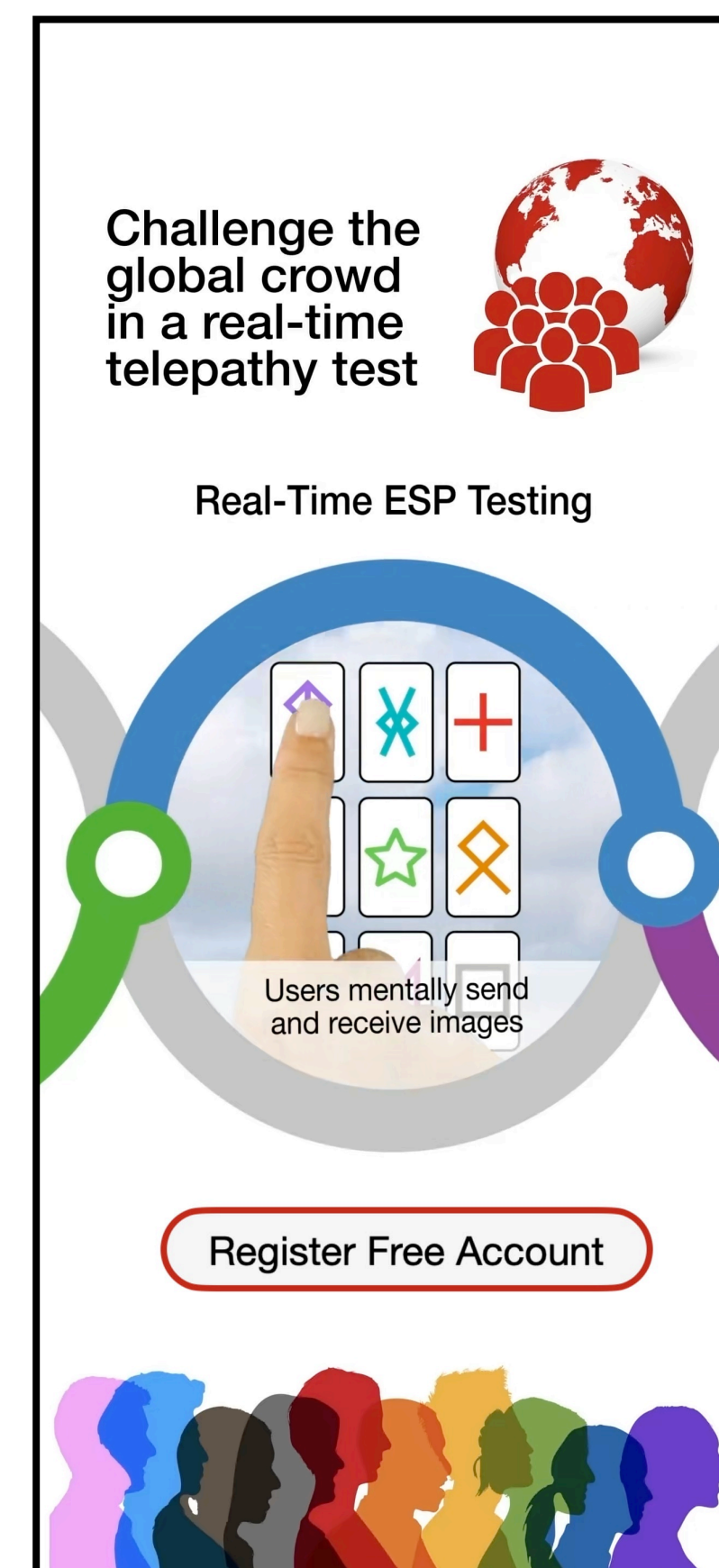
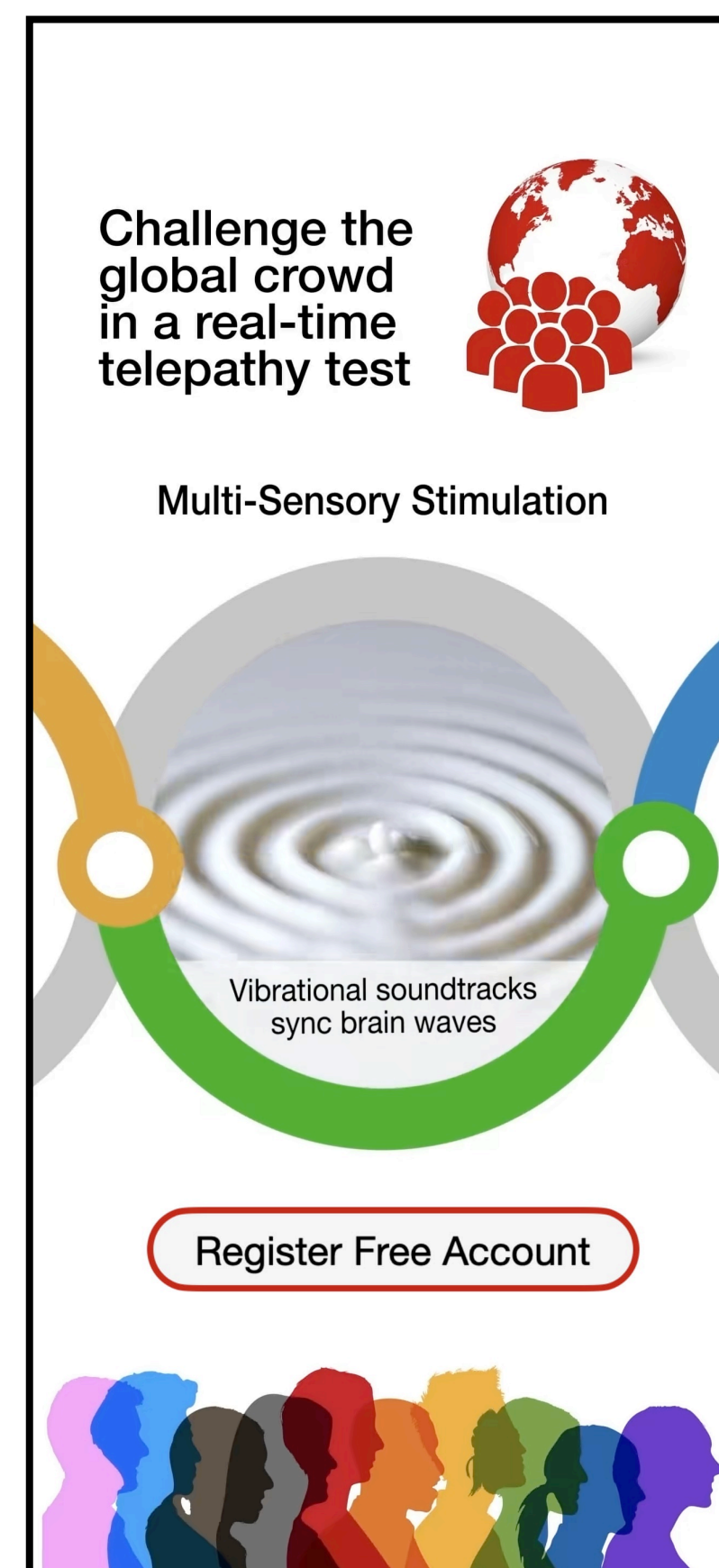
Display
“crowd_landing_poster.jpg”
when screen loads



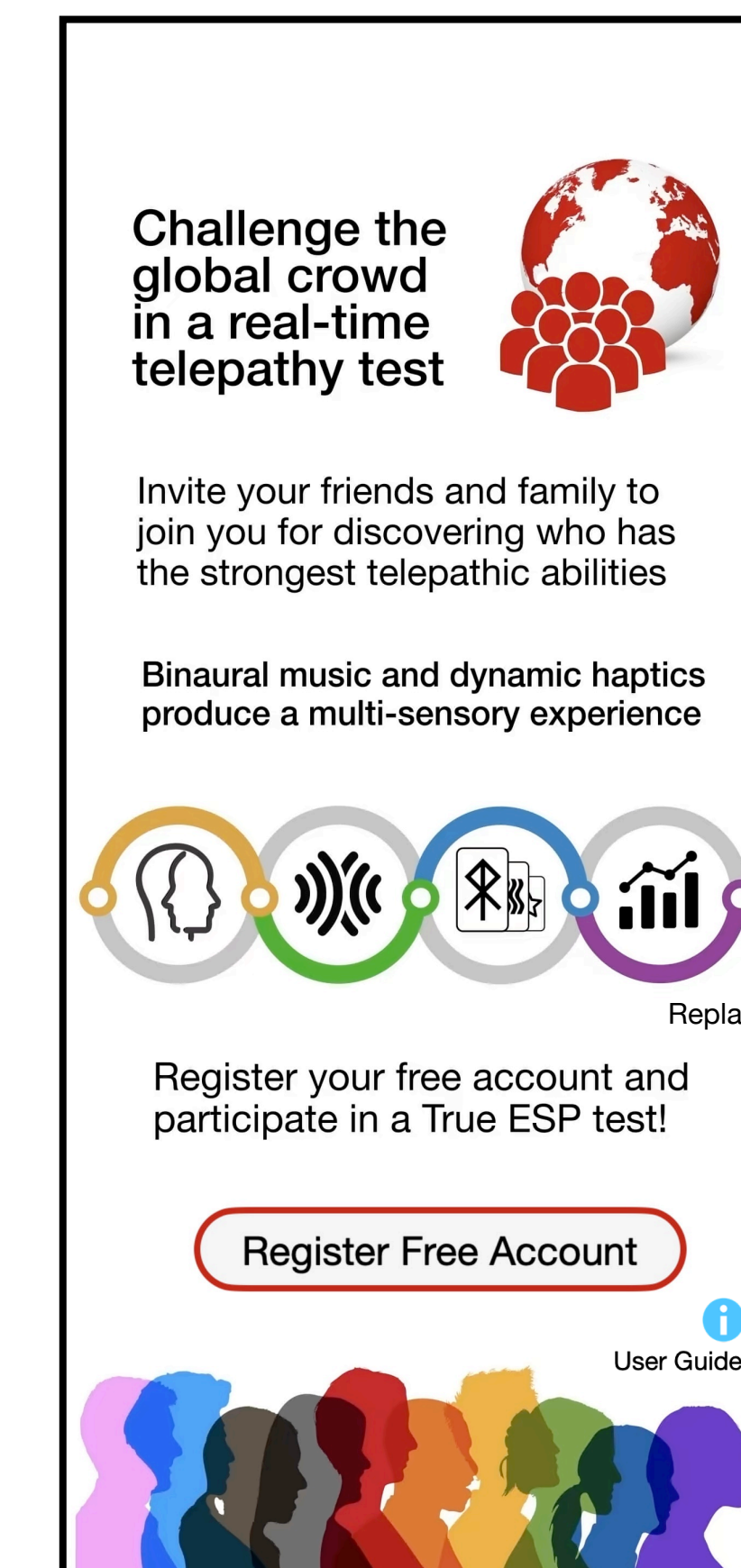
Set a 3-second delay for
the “crowd_landing.mp4”
video to begin



Landing screen videos are 24 seconds long.



Display the “Replay” and
“User Guide” buttons at
28 seconds

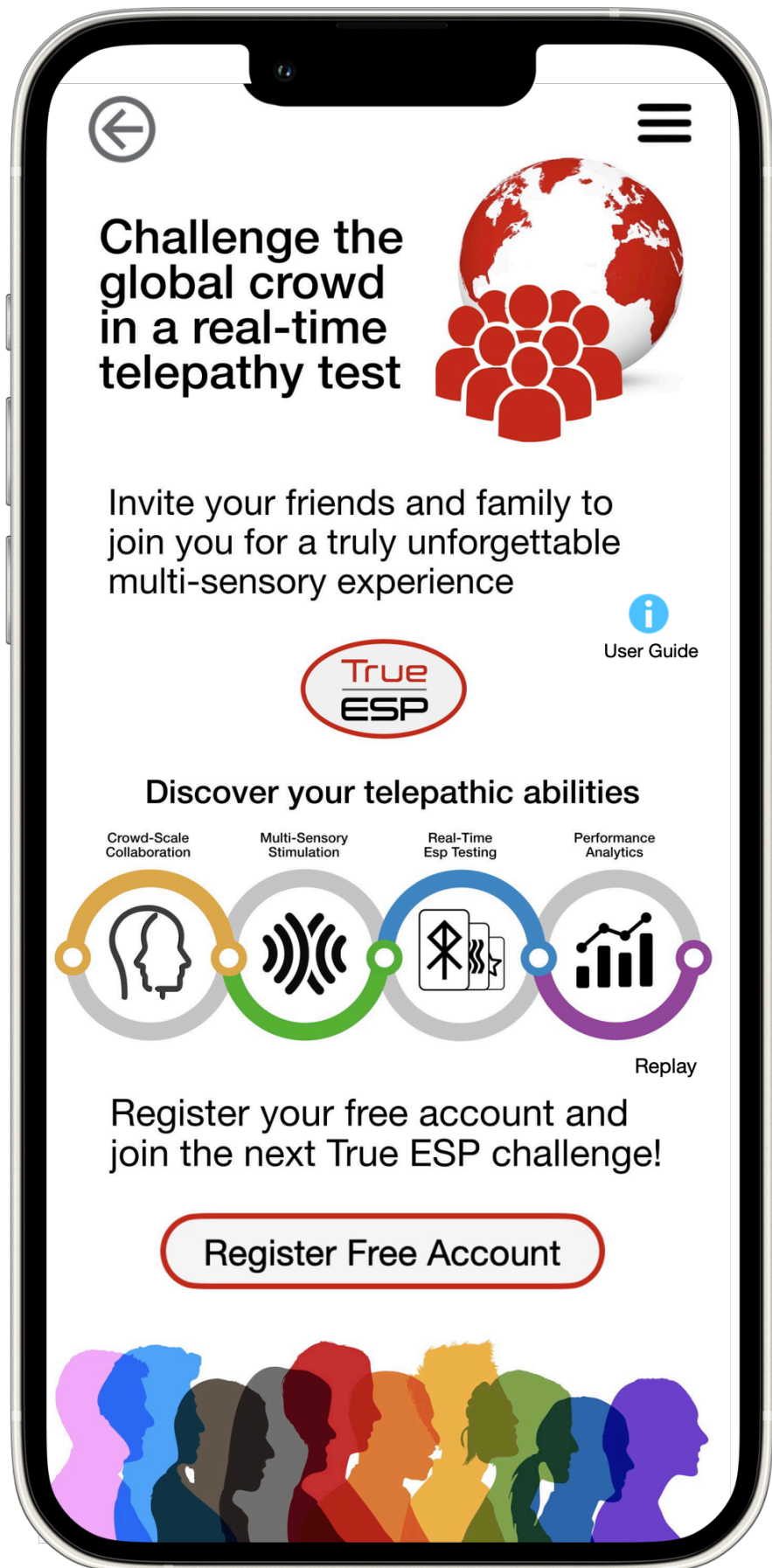


User Guide

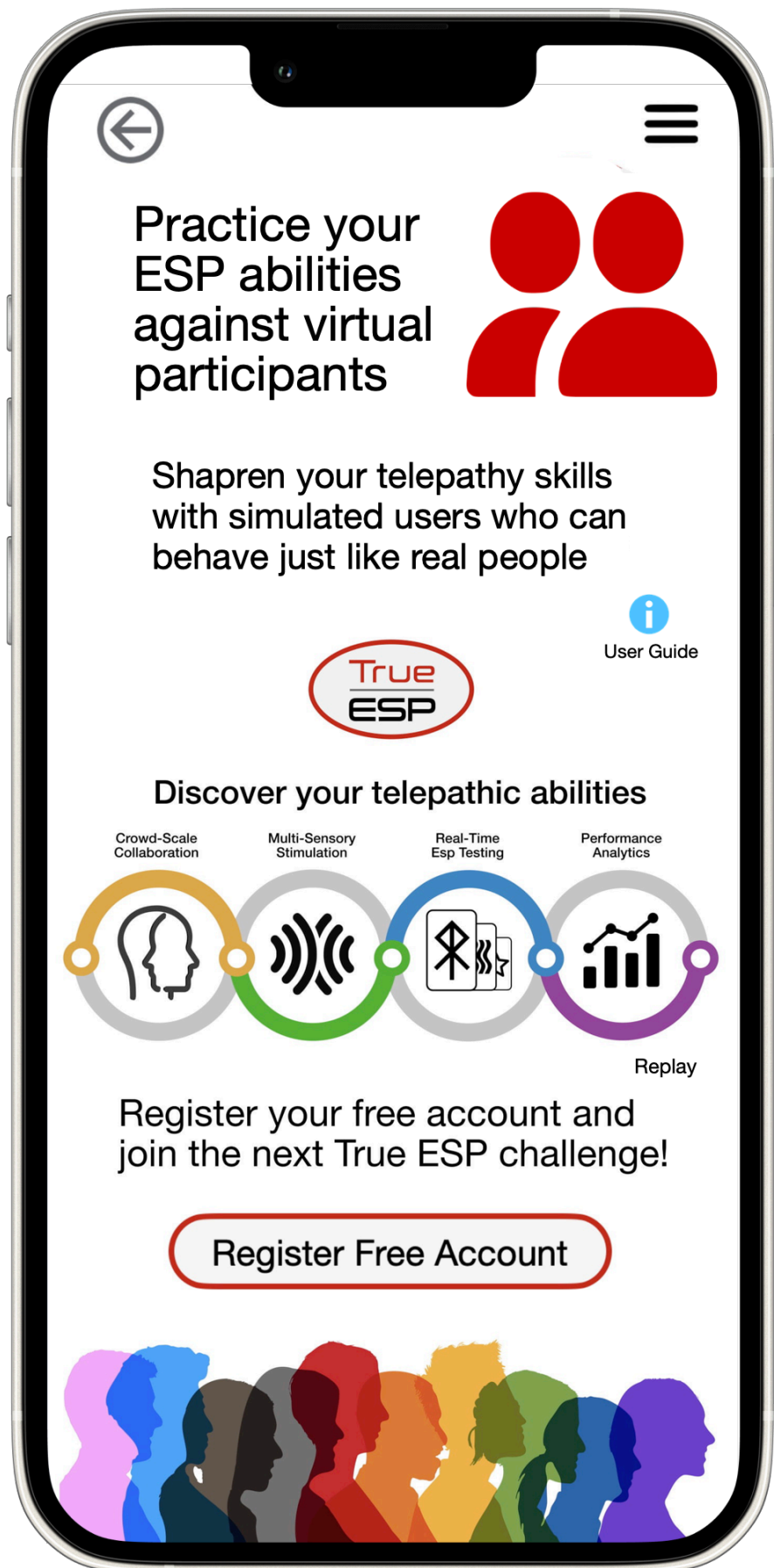
“replay.png” button

“user_guide_black.png” button

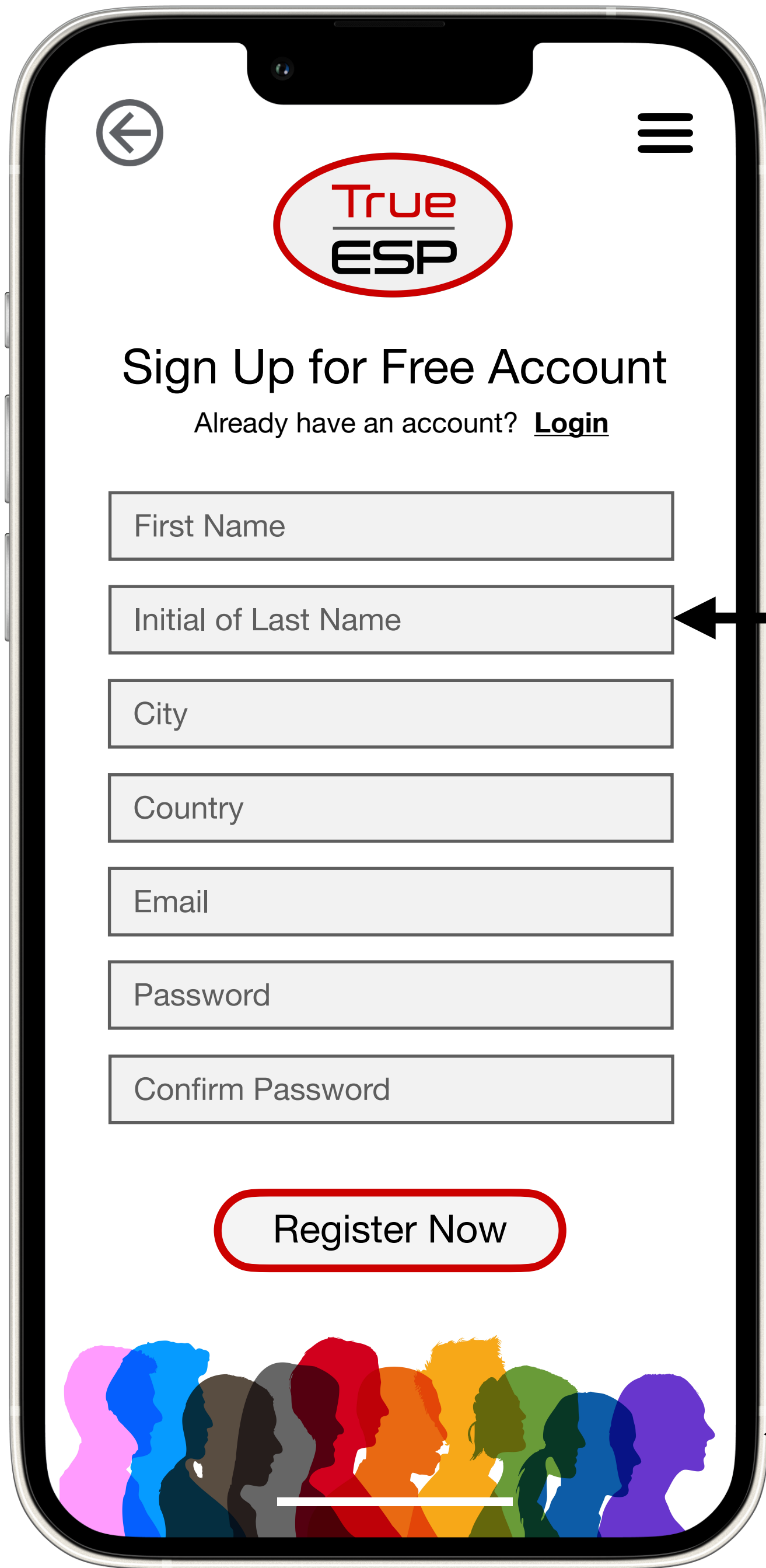
Crowd Landing



Practice Landing



Registration Screen



Text field will only accept the first initial of user's last name.

“multicolor_people.jpg”

Login Screen

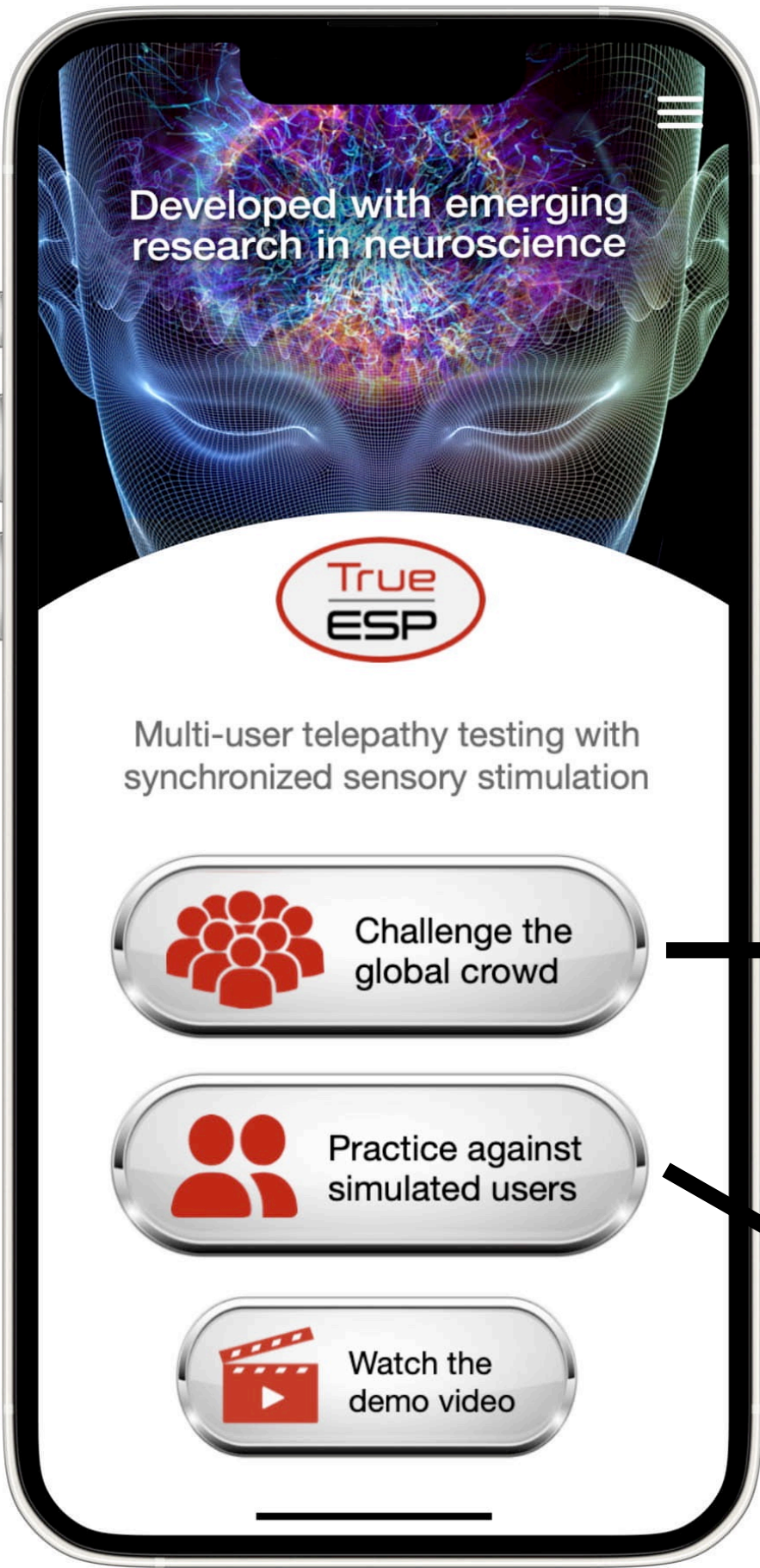


Test Pending Screen

A new test will begin every 10 minutes around-the-clock. This number was selected to ensure that new users will never have to wait long to experience their first test, and current users can repeatedly test themselves – with only a few minutes between sessions. Also, groups of friends can play True ESP as an online game with only a minimal time interval between tests.

Test Pending

Home Screen



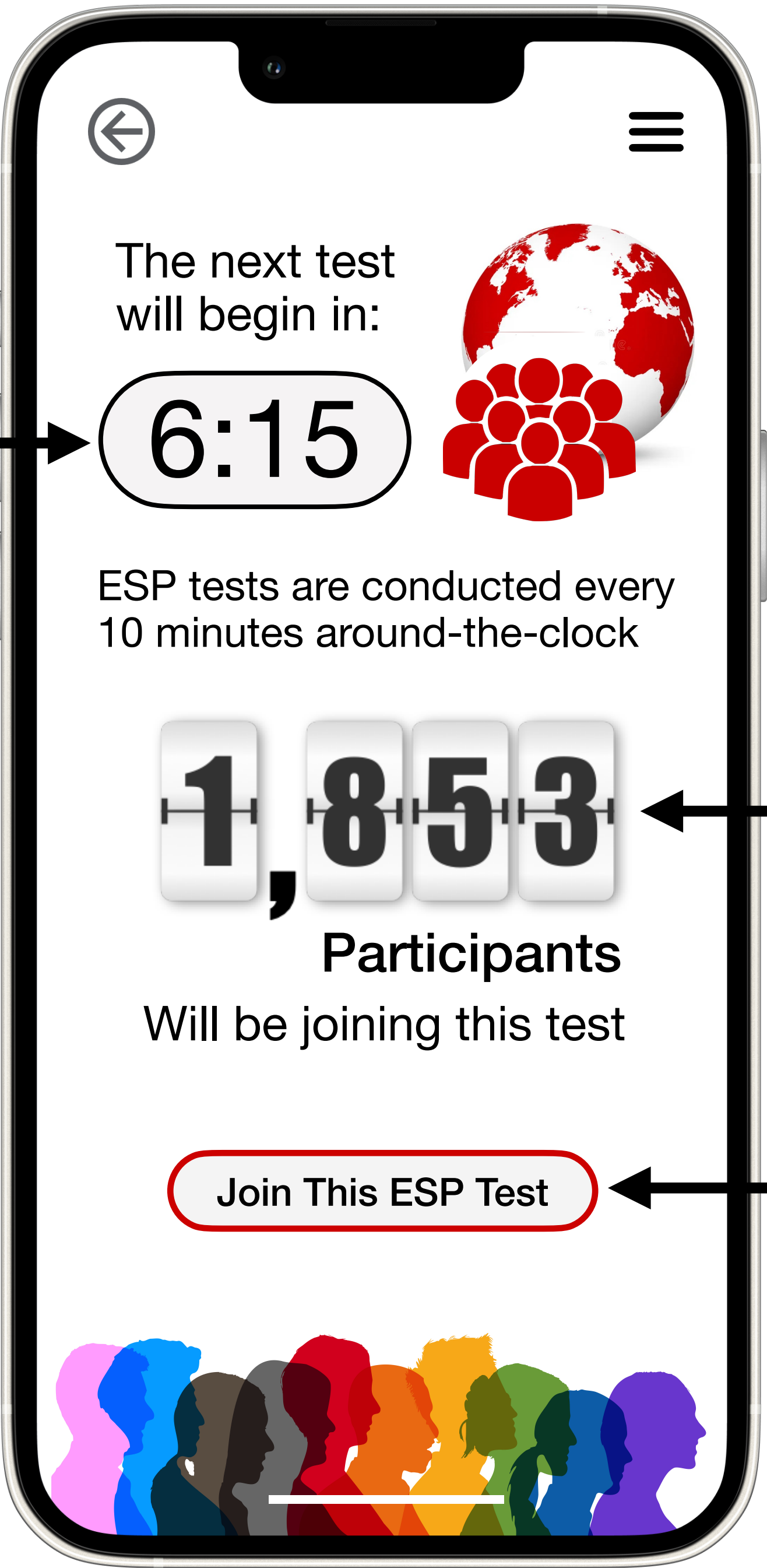
Registered users go directly to the "Test Pending" screen

Registered users go directly to Sync video #1 and start a practice test.

The timer counts down from 9:59

At 0:00 the user is taken to the screen for Synchronization

Users who arrive after the test begins will see the timer counting down from 9:59

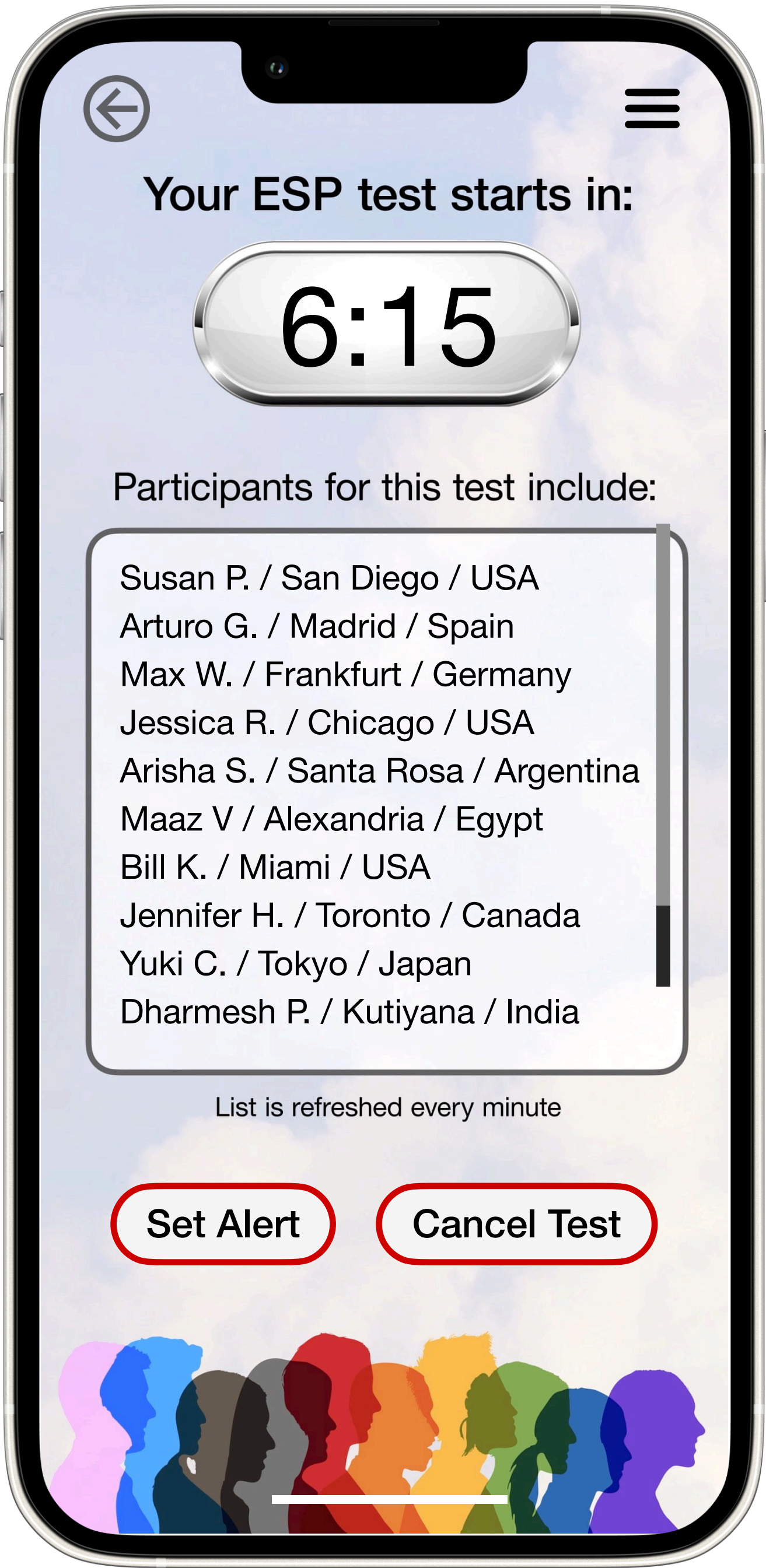


Display shows the number of users waiting for the next test. Details for fictitious users are listed on page 9.

Font for numbers is "Impact"
Background image is "blank_number.png"

"Join Test" button opens the "Test Queue" screen

Test Queue



Details on next page

Arriving at the Test Queue Screen

Users will arrive in the Test Queue from the Test Pending screen, or when they have set an alert and re-open the True ESP app. Even if they have not set an alert, upon re-opening the app, they will immediately see the Test Queue screen.

Also, if a user has pressed the “Join Test” button on the “Test Pending” screen, and they are somewhere within the app when there is 15 seconds left before a test, then they will immediately be transported to the Test Queue screen.

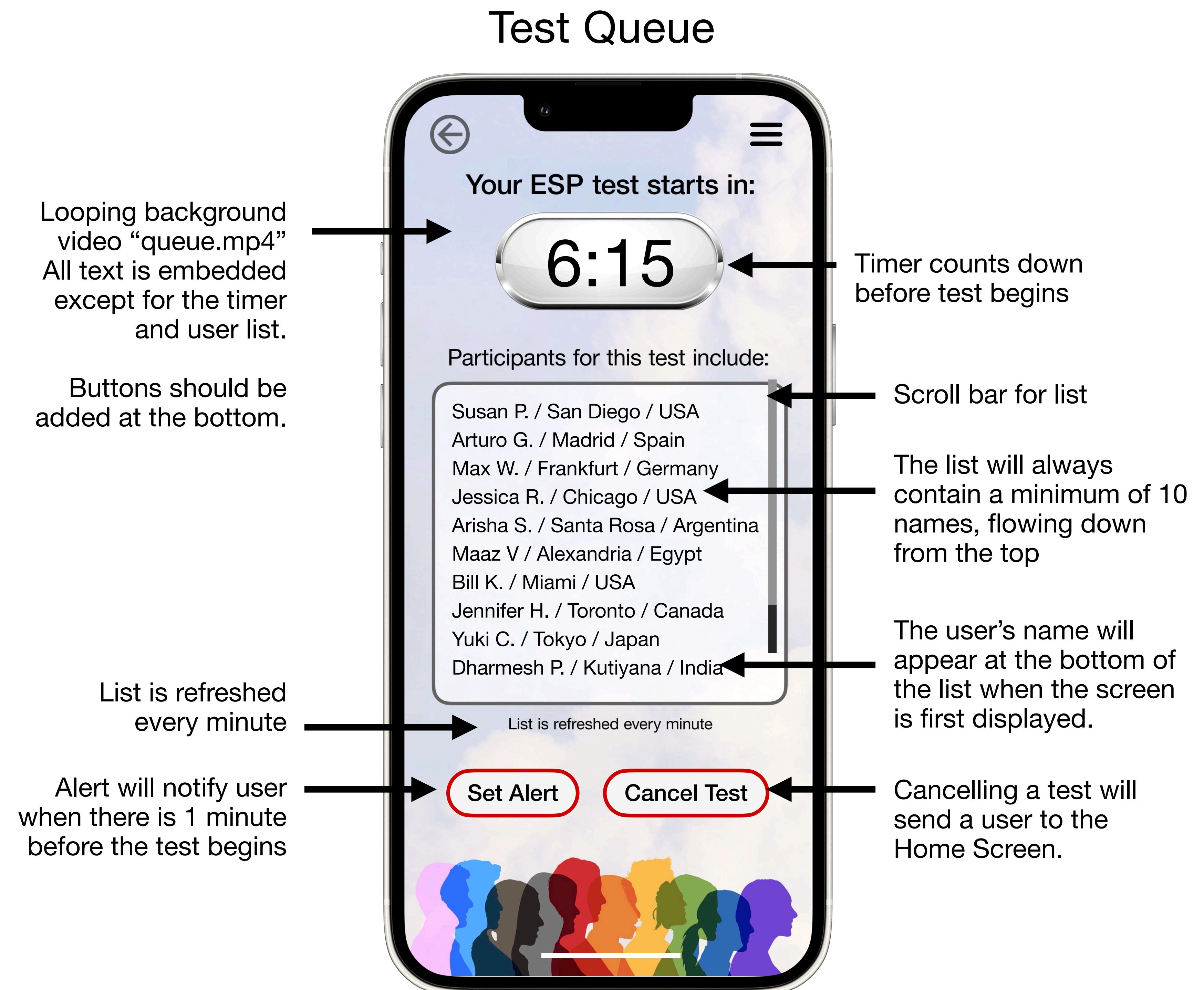
Management of Fictitious Users

The remote dashboard will have the ability to input a list of fictitious user names in Excel format or in tab de-limited format. This list of fictitious users will be displayed in the Test Queue Screen at pre-determined rates – set remotely from the management dashboard.

Details for management of fictitious users are shown on the next page.

Users will see their name in the list of participants

Upon arriving in the Test Queue, users will see their name listed – which establishes credibility that this crowd test is real, and they are part of it. Users can also invite friends and family to join them for a test at a certain time, and they will see their friend’s name displayed on the screen. This will be similar to what we were trying to do with the invitation screens.



Remote Management for Fictitious Users

This method is being utilized so that users who are waiting in the Test Queue don't see the same fictitious names appear in the same order for every test. Please let me know if you recommend a different approach for this.

Fictitious Users – On or Off

On

Off

Will be set to “Off”
for App Review

Number of fictitious users added for each test

Names are added to the Queue list randomly at the rate of 10% per minute

Hour of Day	Minimum Users	Maximum Users
12:00	53	76
13:00	47	82
14:00	35	51
15:00	38	59
16:00	45	67
17:00	88	114
18:00	125	153
19:00	149	198
20:00	162	217
21:00	123	161
22:00	95	136
23:00	61	96

Hour of Day	Minimum Users	Maximum Users
00:00	35	59
01:00	29	71
02:00	24	63
03:00	18	57
04:00	15	38
05:00	14	29
06:00	20	48
07:00	35	77
08:00	49	92
09:00	57	88
10:00	64	96
11:00	72	105

Example

250 fictitious names in database

09:30 Test	72 fictitious users are selected at random from the database as a “pool” for the test
	Fictitious users are added to the Test Queue at the rate of 10% of the “pool” amount, each time the list updates – once per minute
09:30	7 users added – in random order from the pool
09:31	7 users added – in random order from the pool
09:32	7 users added – in random order from the pool
09:33	7 users added – in random order from the pool
09:34	7 users added – in random order from the pool
09:35	7 users added – in random order from the pool
09:36	7 users added – in random order from the pool
09:37	7 users added – in random order from the pool
09:38	7 users added – in random order from the pool
09:39	7 users added – in random order from the pool

Home Screen



Registered users go directly to Sync video #1 and start an ESP test.

Practice Tests

Users who take a practice test will have the same experience as the crowd test.

Registered users will go directly to the Sync Video screen and begin the testing process. They will be randomly assigned as a Sender or Receiver, and be shown those same “R” or “S” video sets for the entire session.

The only difference is that they will be shown a different results screen – without any crowd scores.

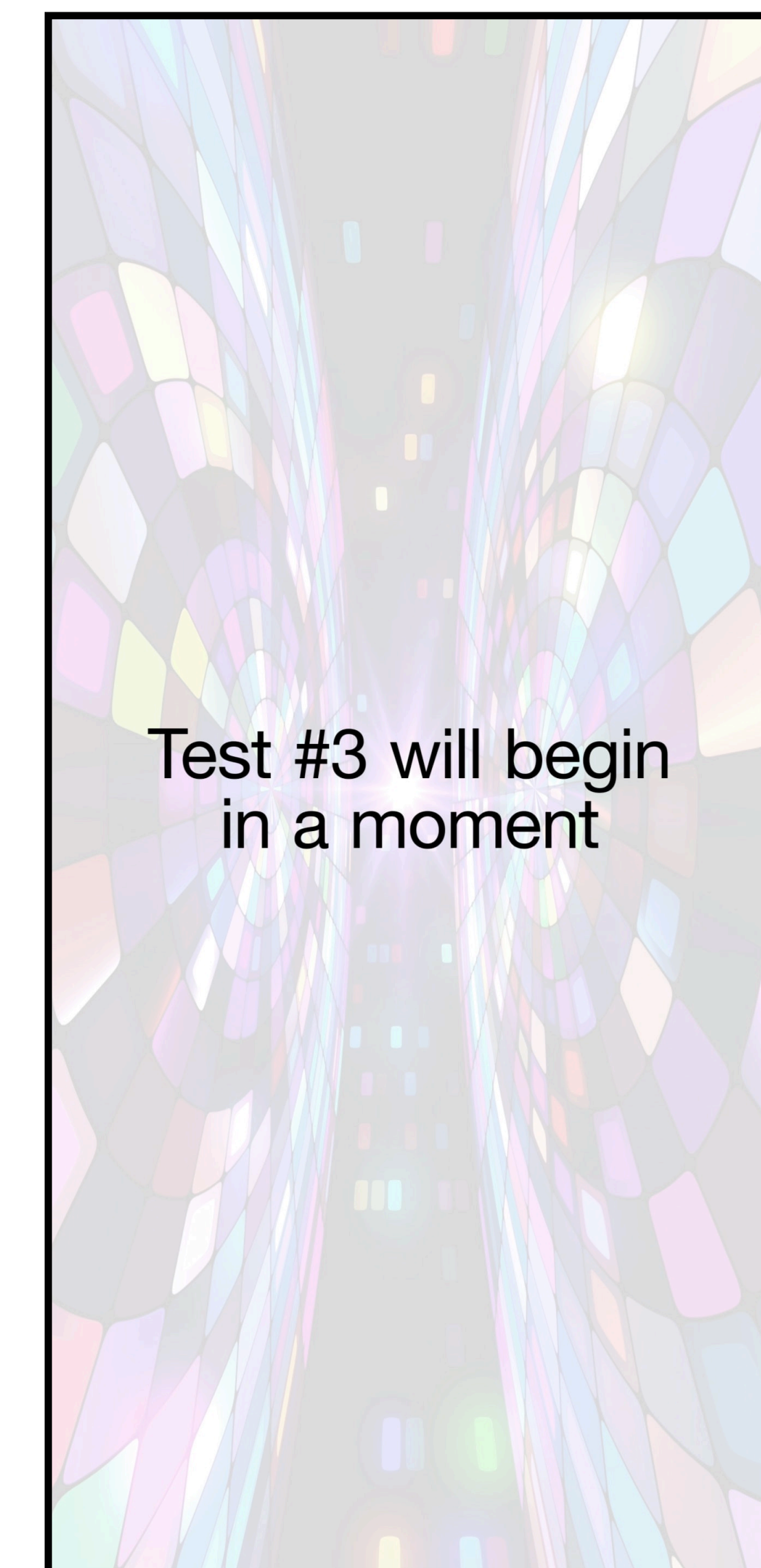
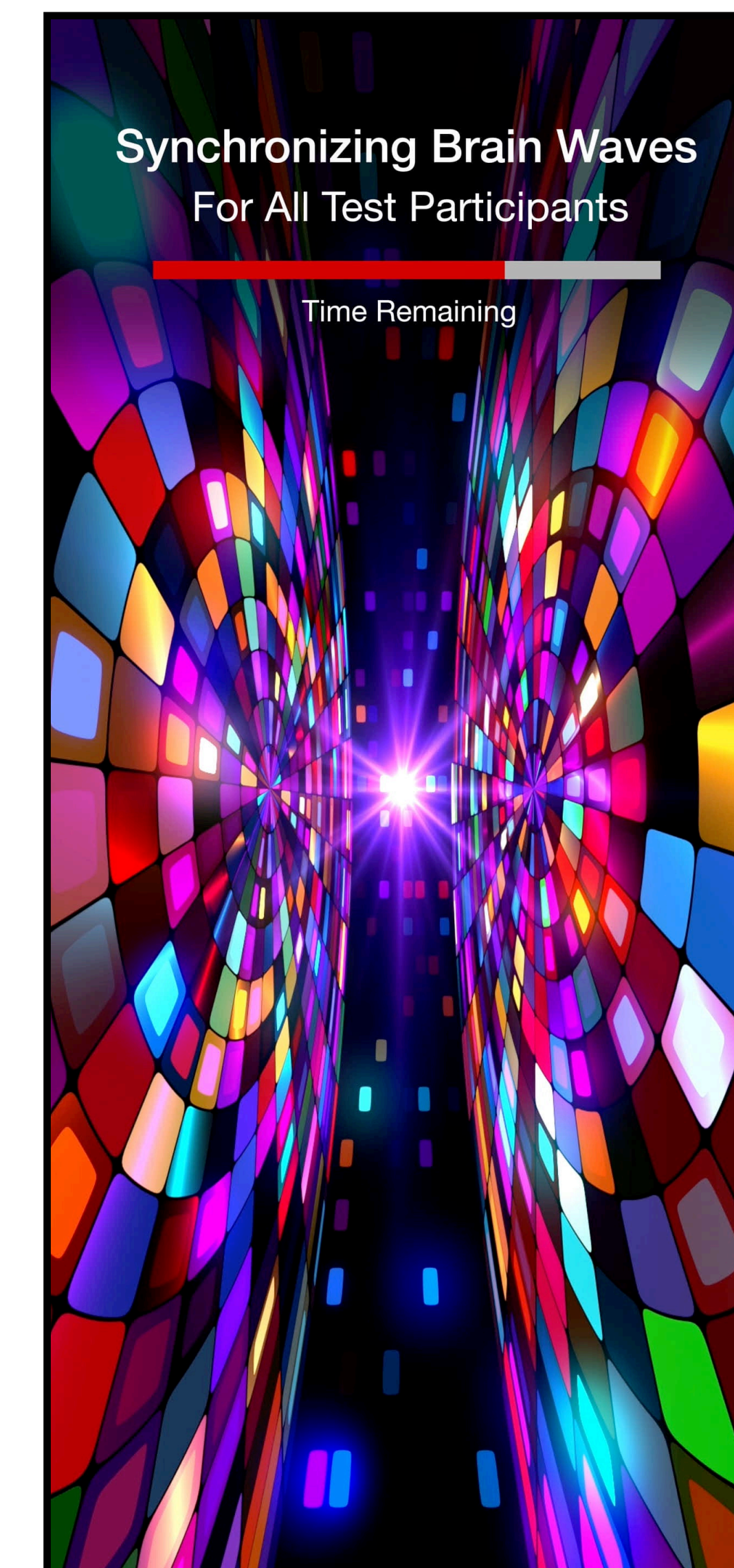
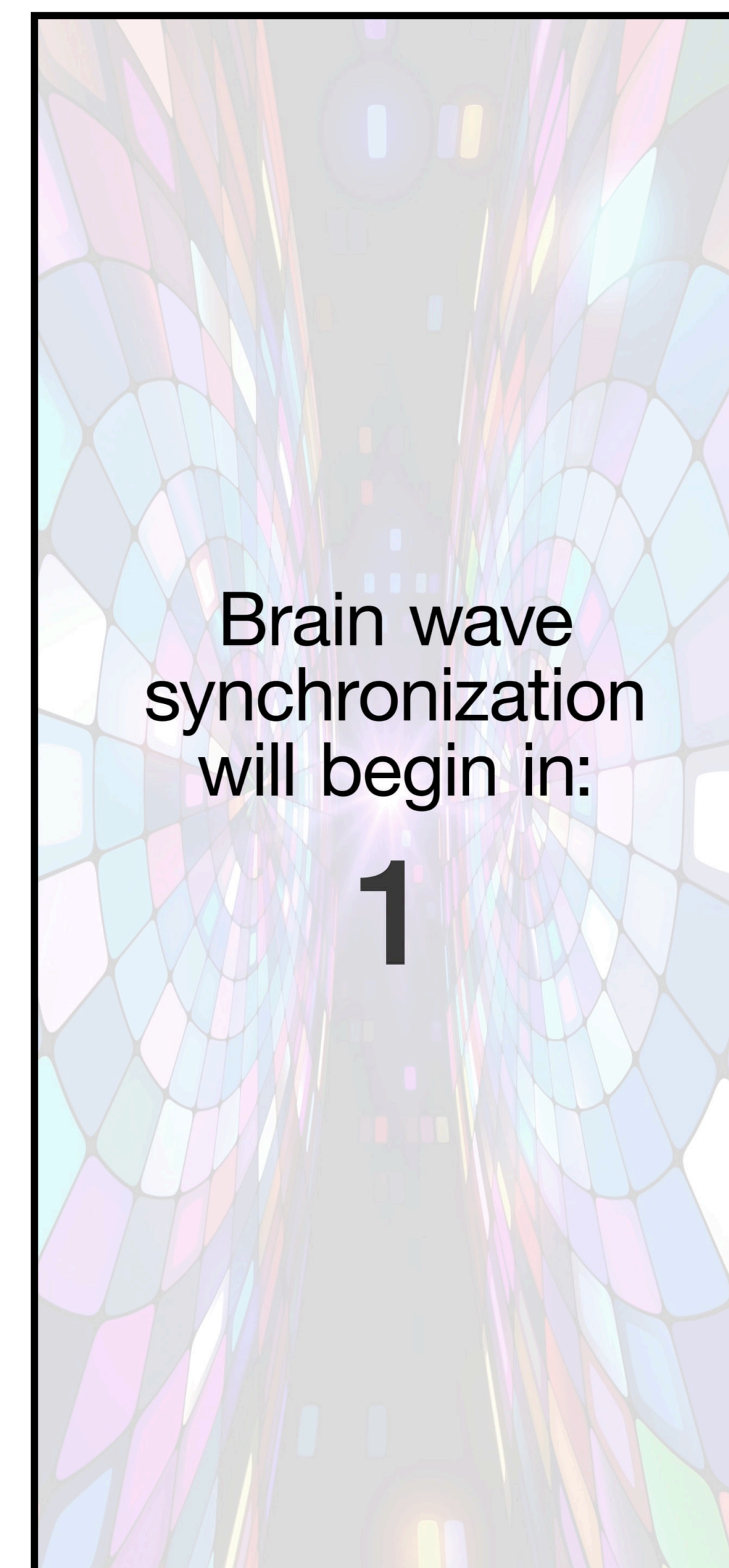
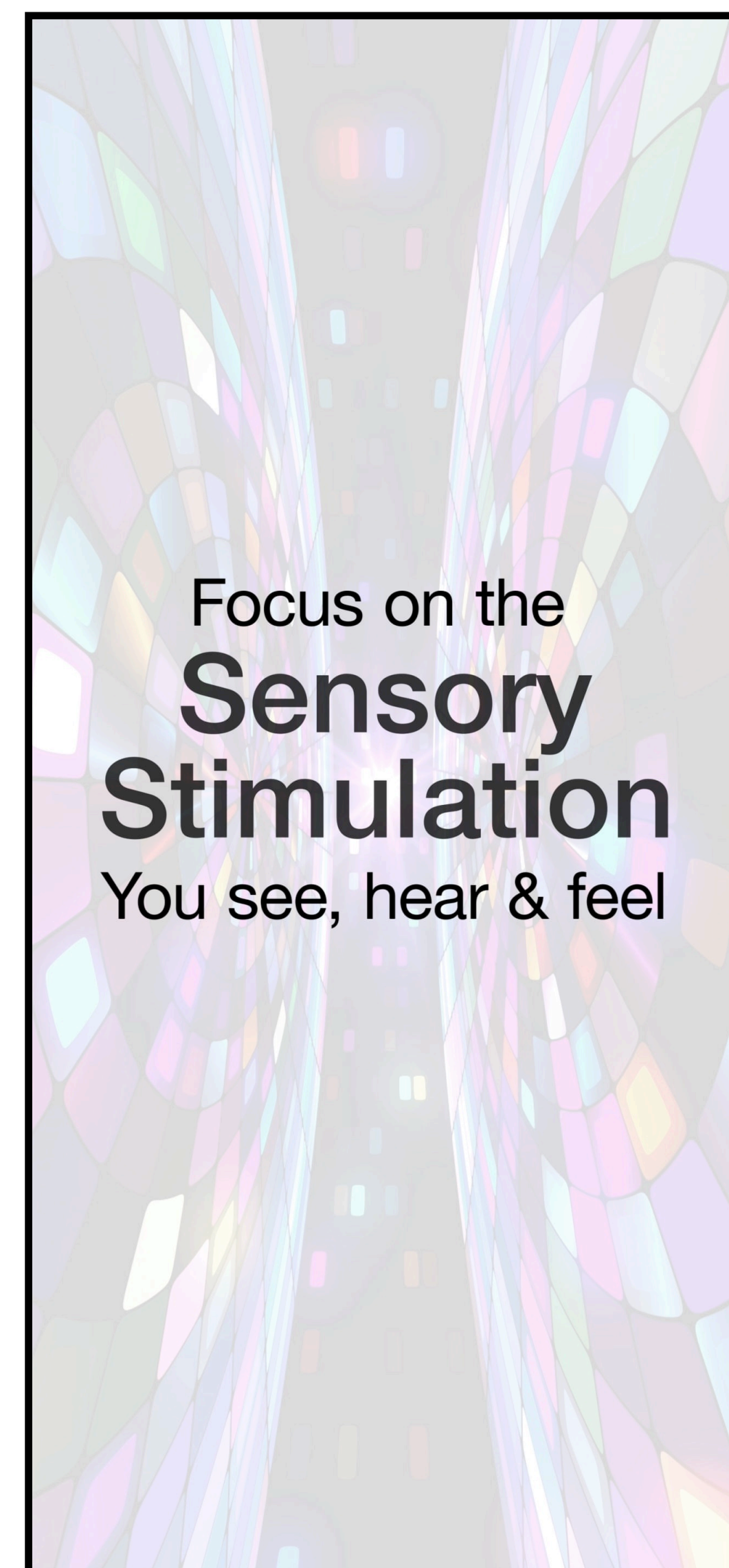
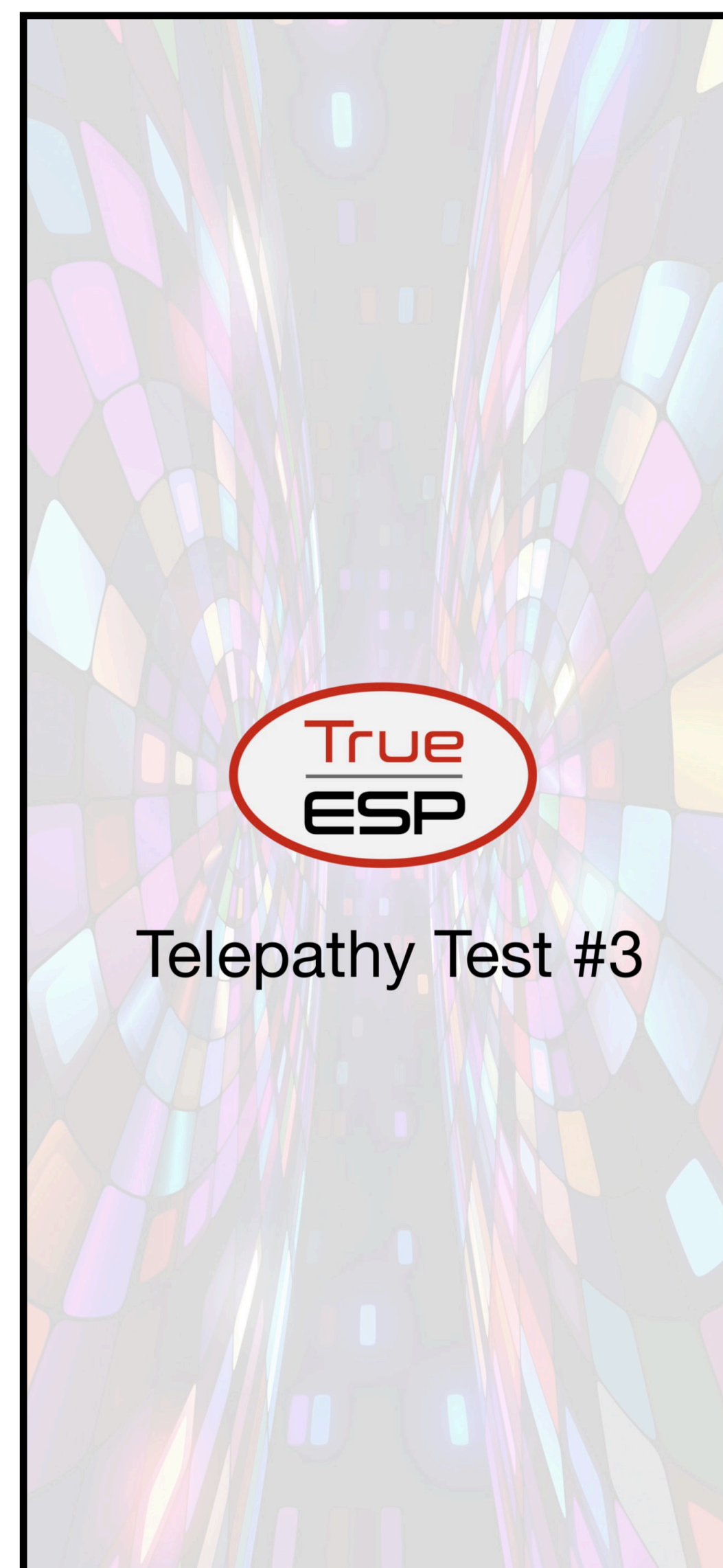
Sync Videos

The Sync videos will play in order – 1, 2, and 3 will play before each of the 3 tests during each session. Sync videos 4, 5 and 6 will play before the test videos 4, 5 and 6 during the following session – so each set of 3 Sync videos will alternate. This way, the user will not see the same Sync videos repeated from one session to the next.

Audio & Haptics Play

This Sync animation starts at 0:12 so please add a 12 second delay until the audio and haptics are activated

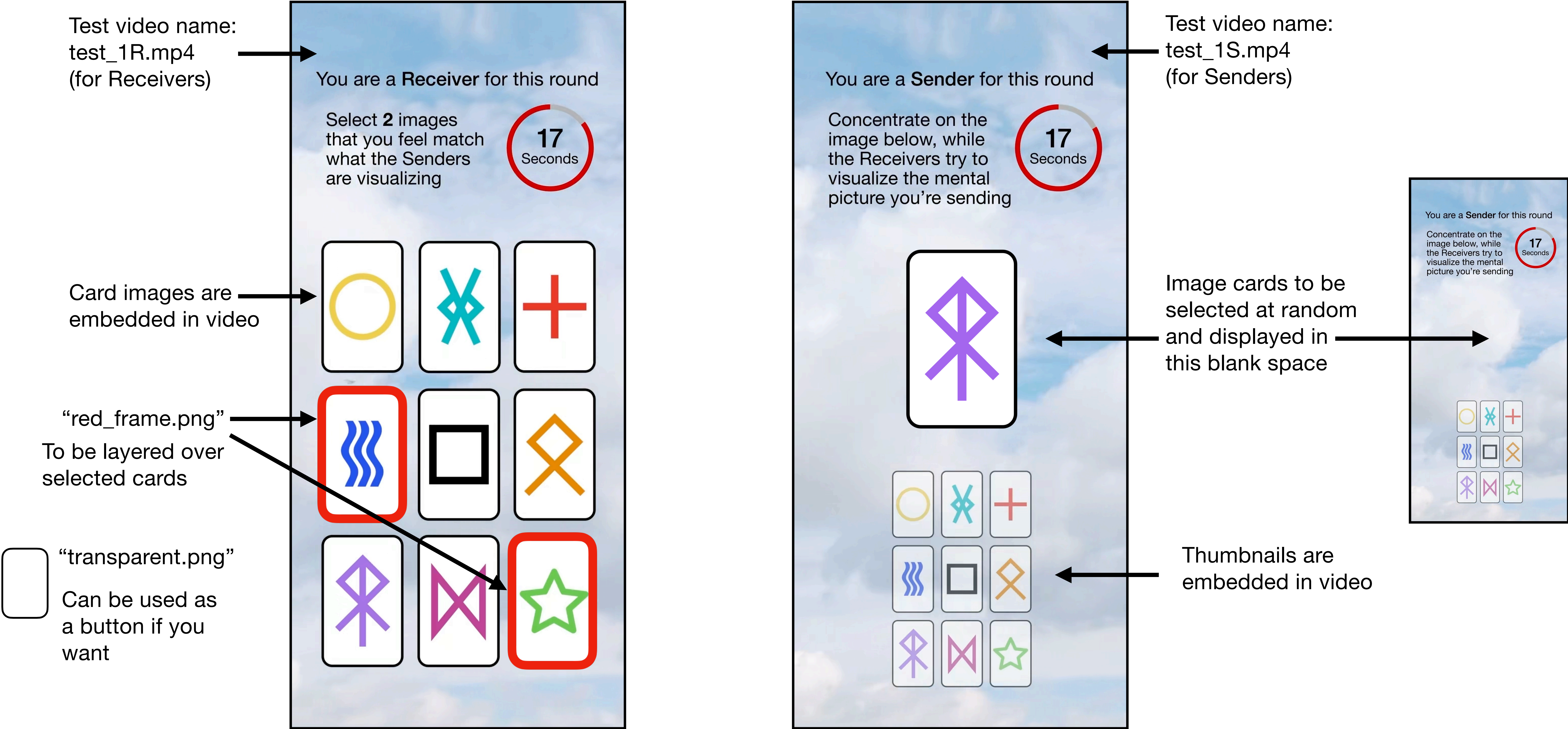
Video ends at 38 seconds, and then the Test video will begin



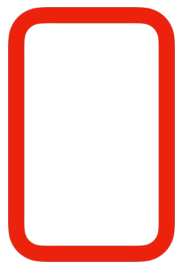
Test Videos

There will be no menu or back button on a Test Screen. If a user leaves during a test, they will not be able to re-join the test. Leaving the app and then returning will take them to the Test Pending screen, where they can join a new test.

Background music will play during a test – without haptics



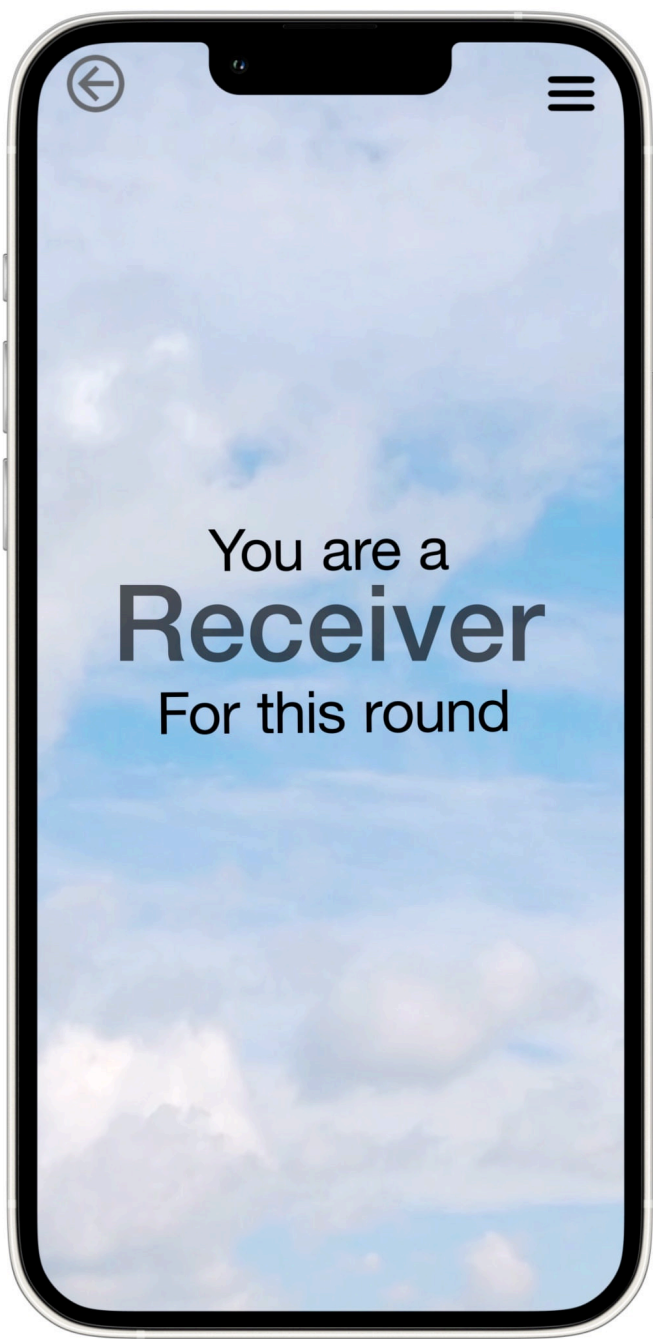
Cards are embedded into video.
Selected images will have
borders layered over the video



“red_frame.png”

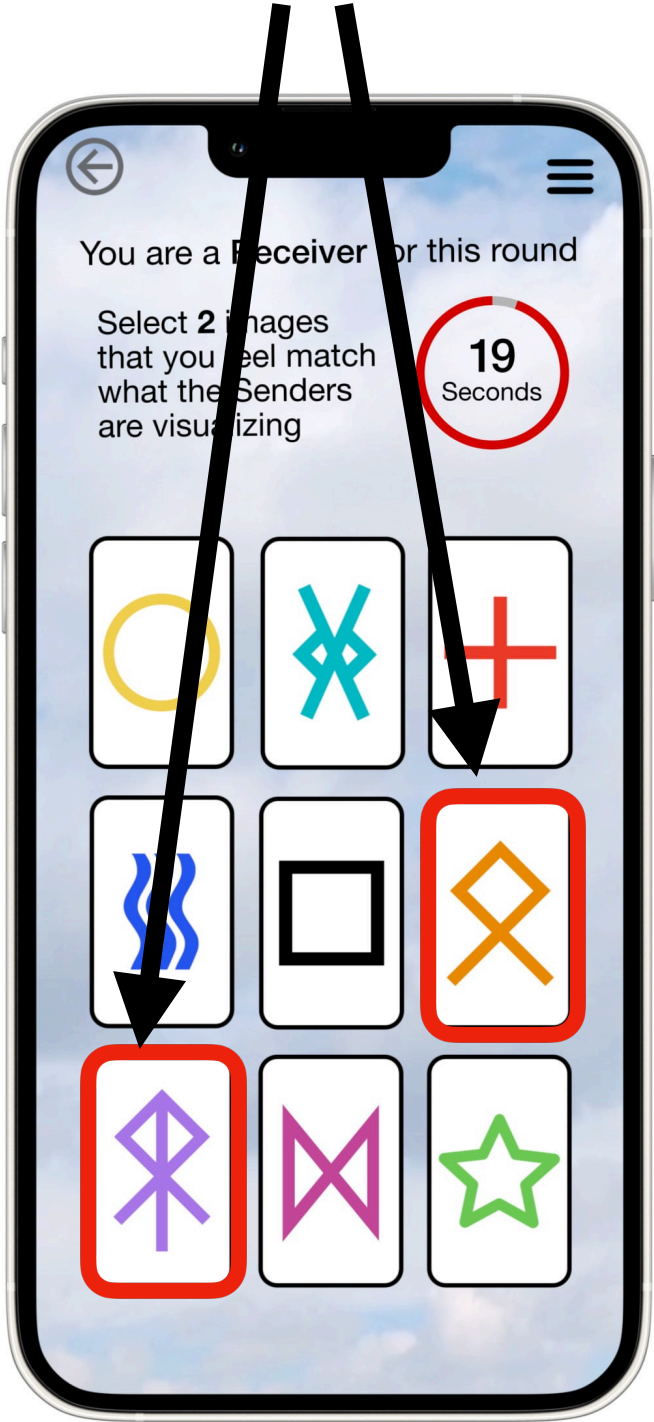


Sender images are randomly selected
and displayed in the blank area above
the array of embedded thumbnails



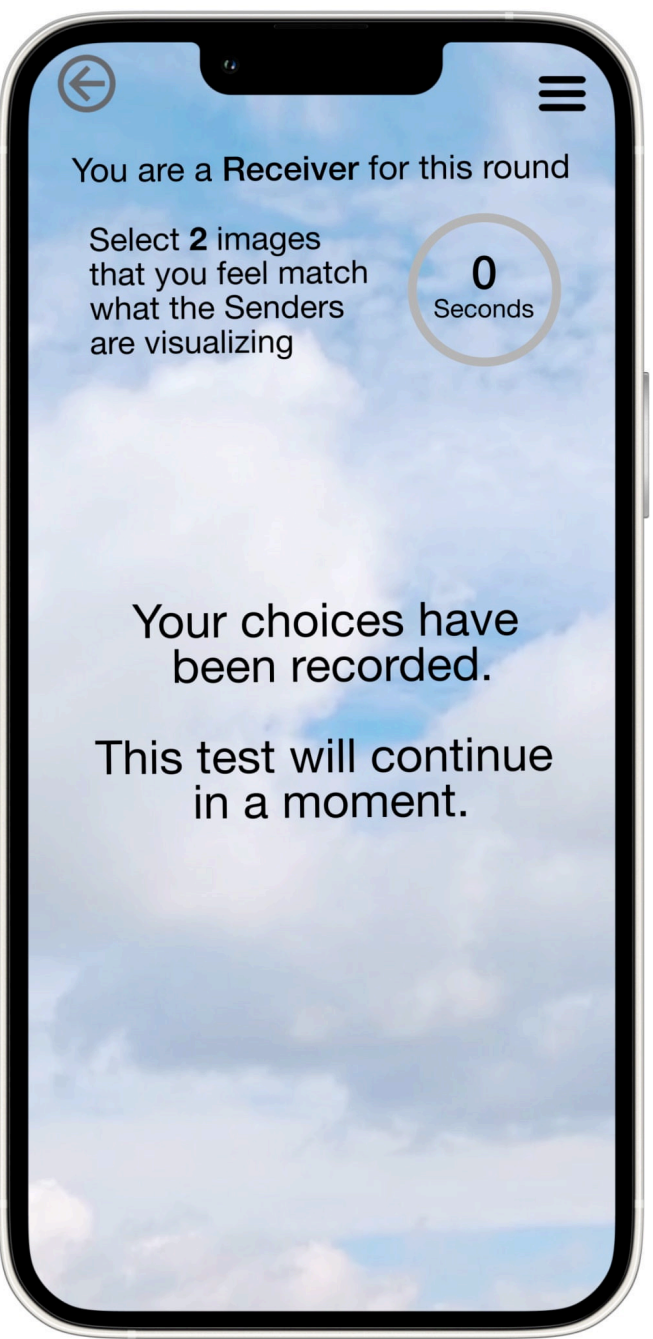
Receiver Intro

0:00 – 0:04



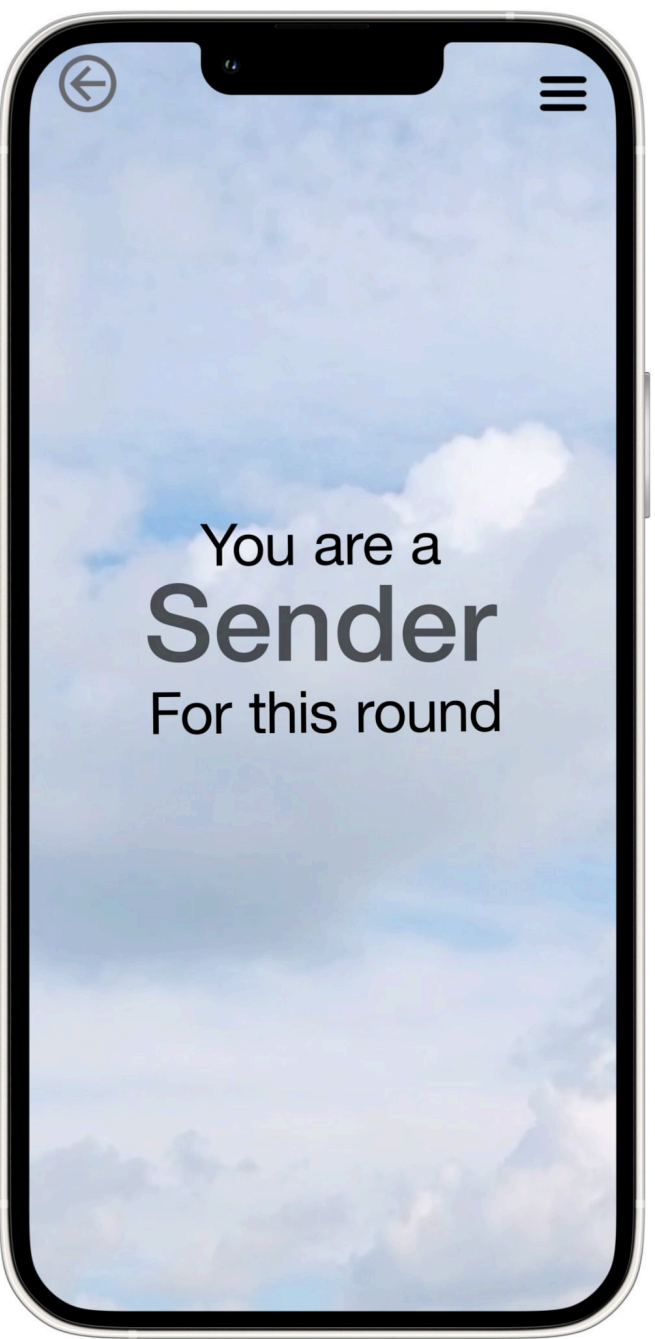
Receiver Test

0:05 – 0:27



Choices Noted

0:28 – 0:31



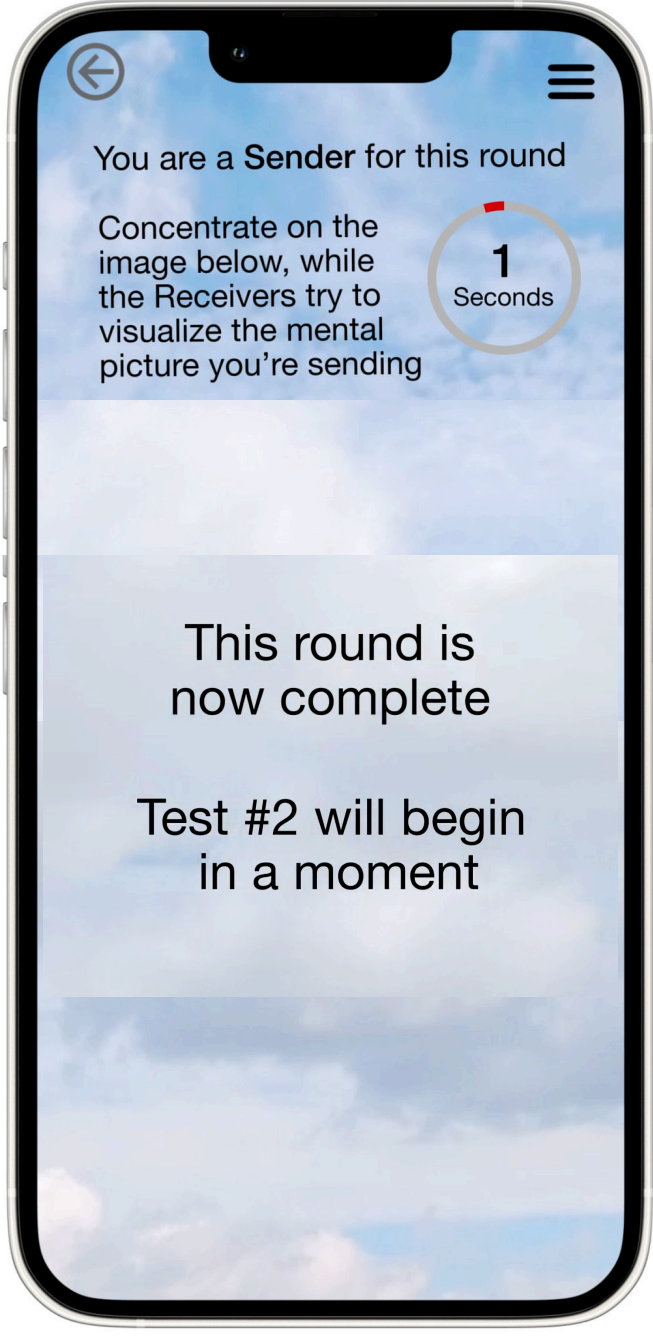
Sender Intro

0:32 – 0:35



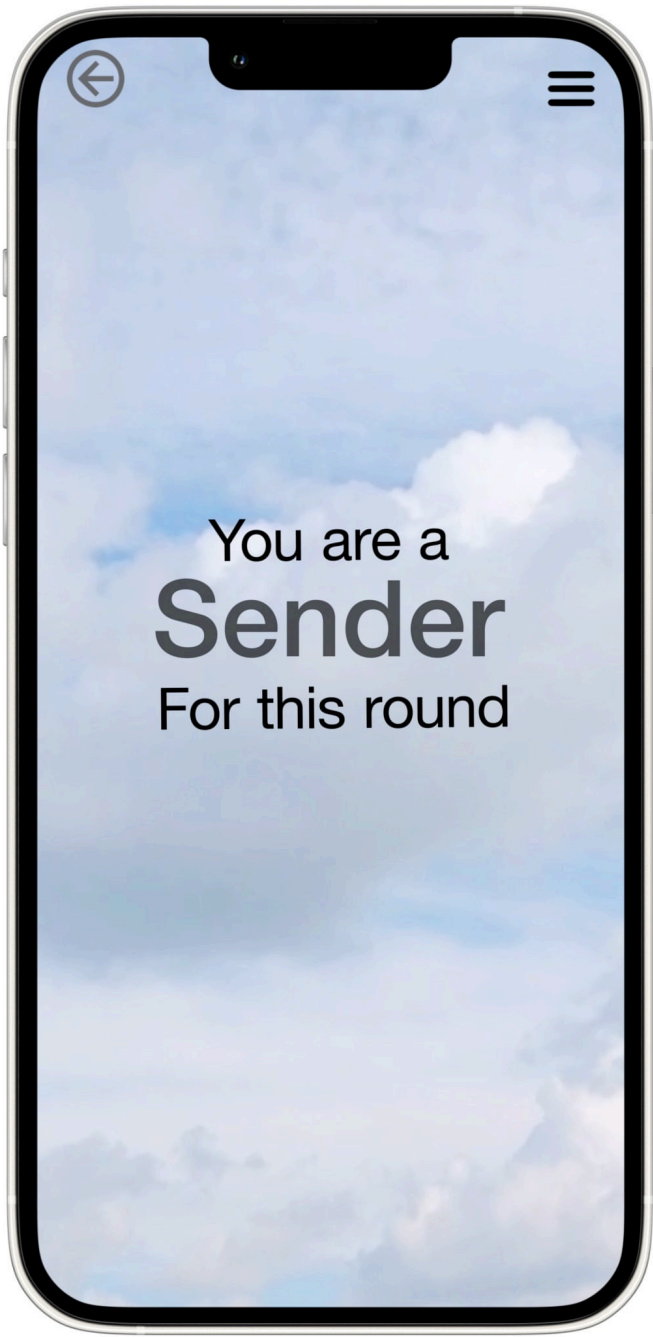
Sender Test

0:36 – 0:59

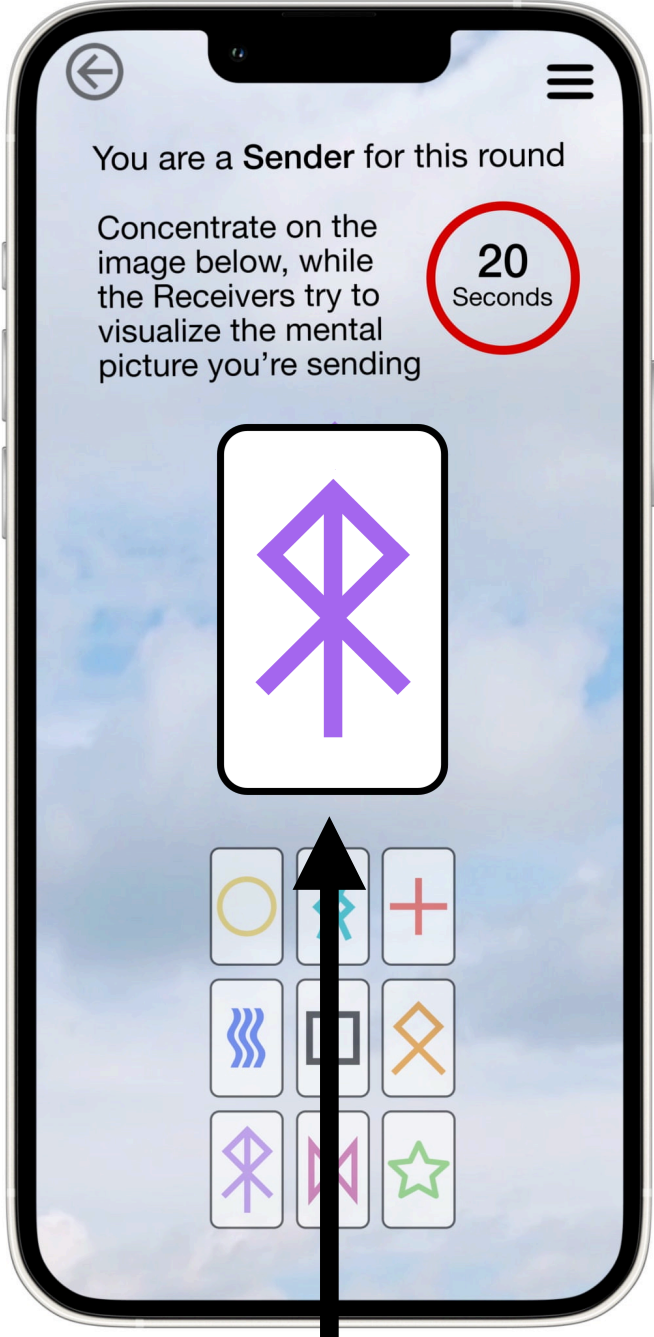


Test Continues

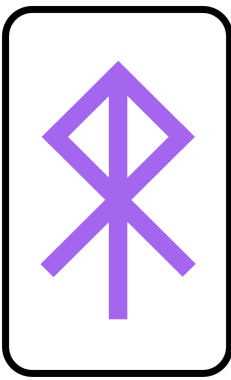
1:00 – 1:04



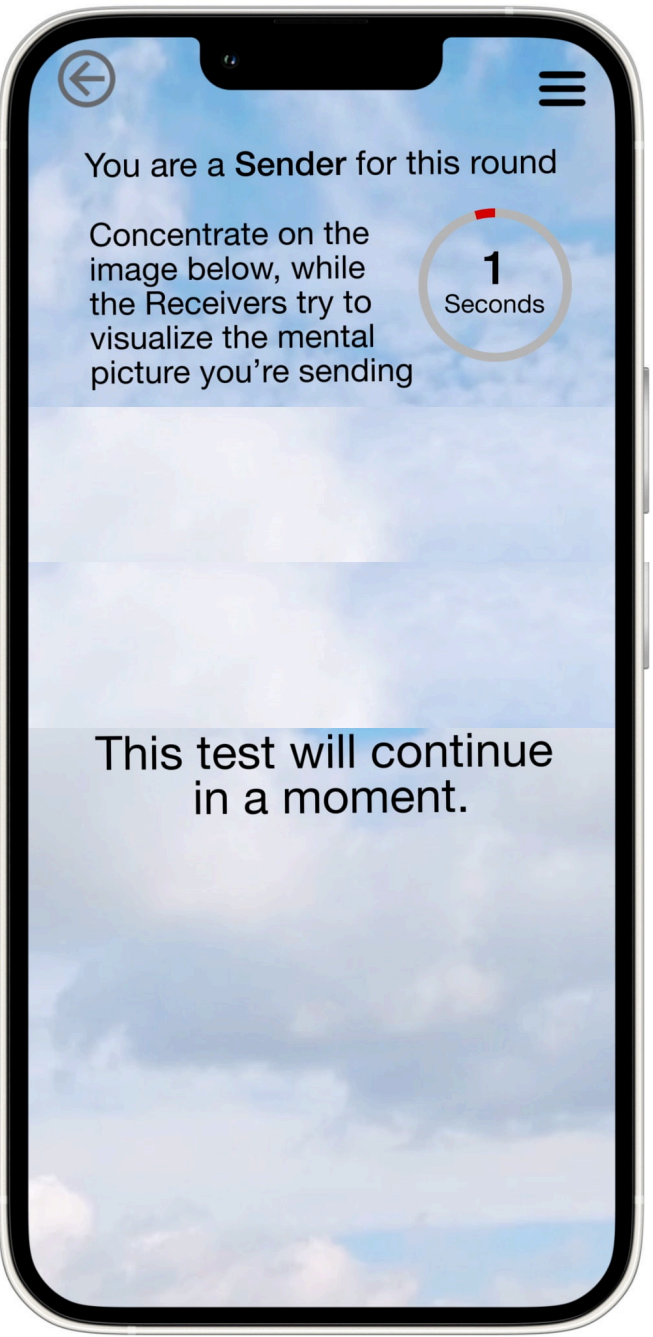
Sender Intro



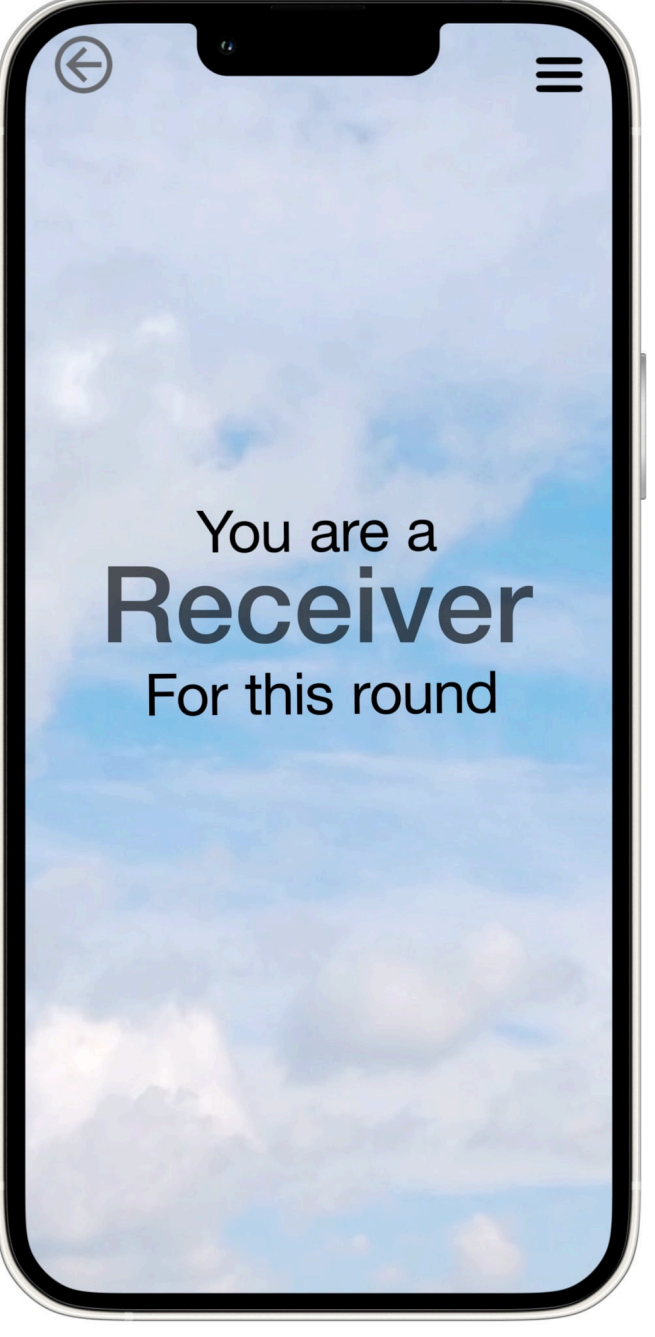
Sender Test



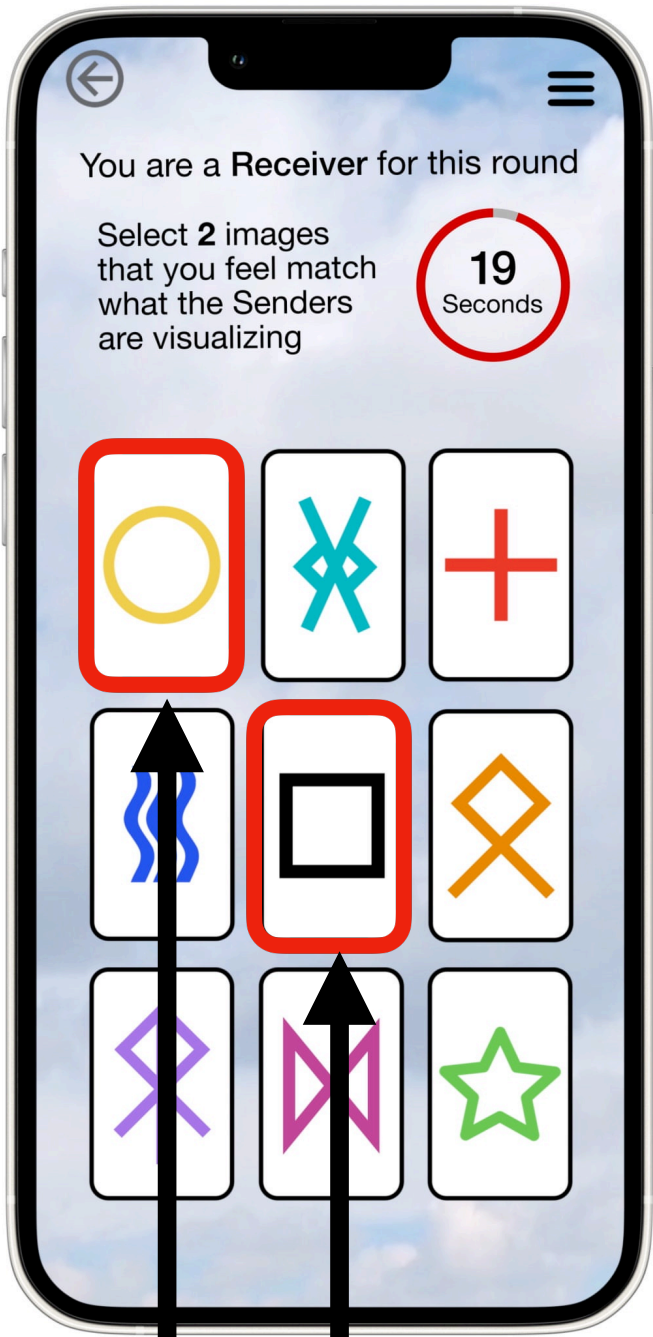
Sender images are randomly selected
and displayed in the blank area above
the array of embedded thumbnails



Test Continues



Receiver Intro

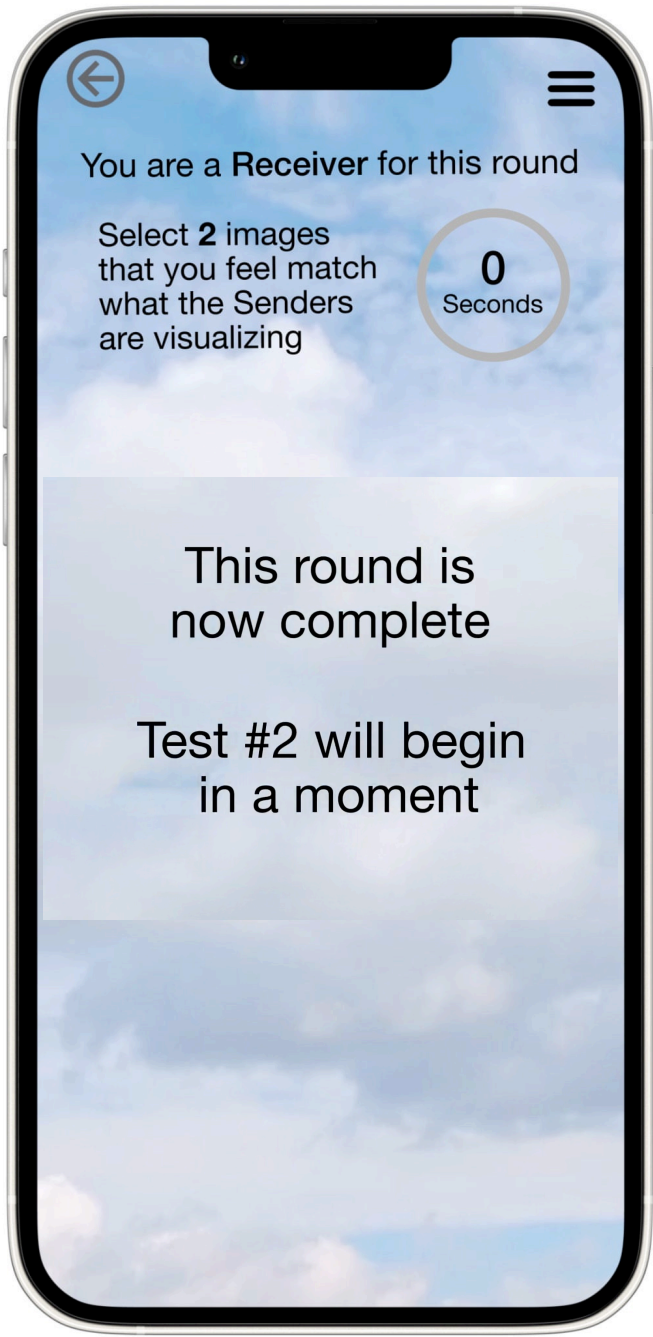


Receiver Test

Cards are embedded into video.
Selected images will have
borders layered over the video



“red_frame.png”



Choices Noted

Video Backgrounds for ESP Tests

Users are divided into 2 groups

50% are assigned to be Receivers (group R) and the other half are Senders (group S)

- Group R are only shown videos from Version-R for all tests in a session
- Group S are only shown videos from Version-S for all tests in a session

Sessions are counted as each time a user completes 1–3 tests. The second session could be 10 minutes after the first, or 3 days later. But the image sets will still alternate

There are **6 ESP test videos** – each with different images

3 tests per session – with each of the 2 sessions having alternating image sets, so the user will not see the same images during consecutive tests

2 videos are used per test – one with the Receiver first, and another with the Sender first

Session 1

Test 1

sync_1.mp4
sync_1.mp3
sync_1.ahap
test_1R.mp4
test_1S.mp4
test_1.mp3

Test 2

sync_2.mp4
sync_2.mp3
sync_2.ahap
test_2R.mp4
test_2S.mp4
test_2.mp3

Test 3

sync_3.mp4
sync_3.mp3
sync_3.ahap
test_3R.mp4
test_3S.mp4
test_3.mp3

Session 2

Test 4

sync_4.mp4
sync_4.mp3
sync_4.ahap
test_4R.mp4
test_4S.mp4
test_4.mp3

Test 5

sync_5.mp4
sync_5.mp3
sync_5.ahap
test_5R.mp4
test_5S.mp4
test_5.mp3

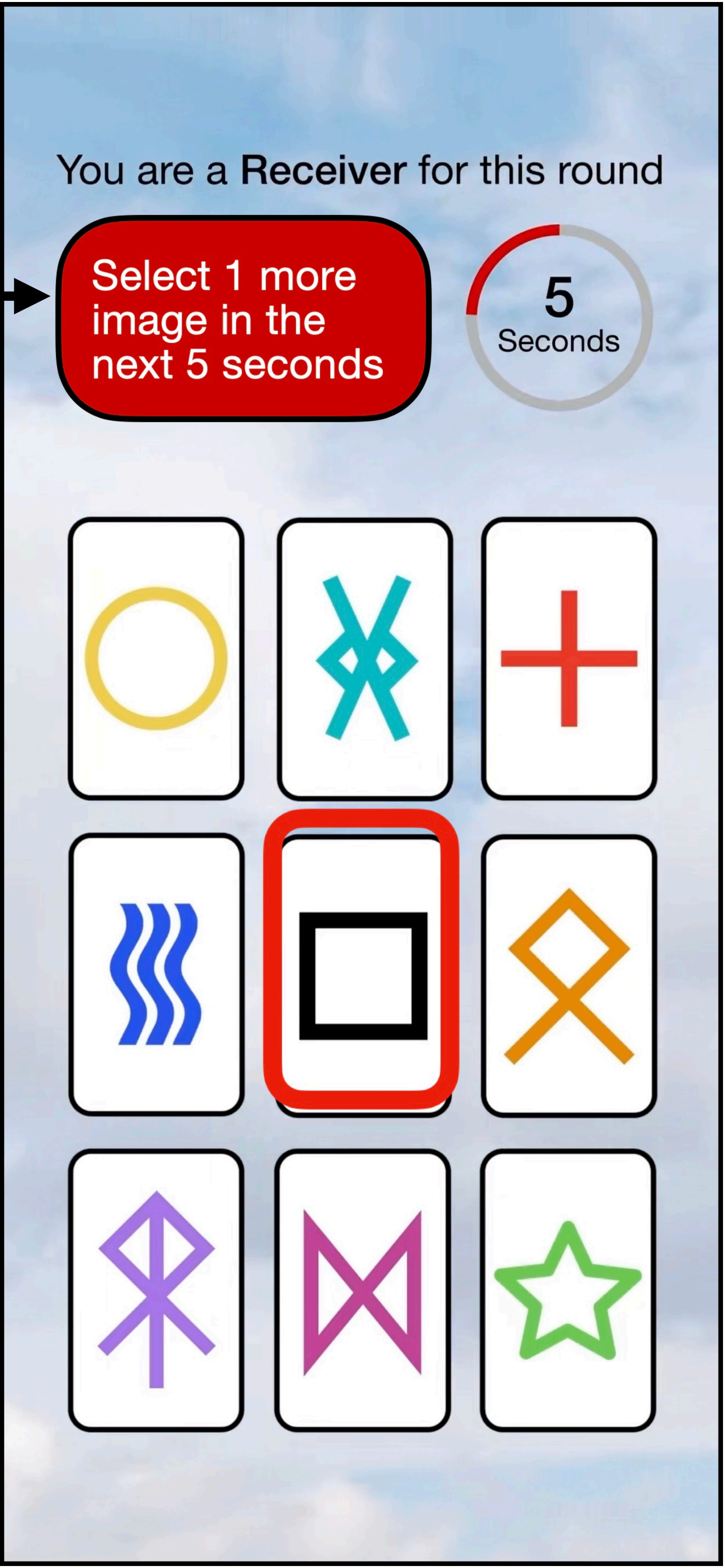
Test 6

sync_6.mp4
sync_6.mp3
sync_6.ahap
test_6R.mp4
test_6S.mp4
test_6.mp3

Pop-ups asking users to make final selections

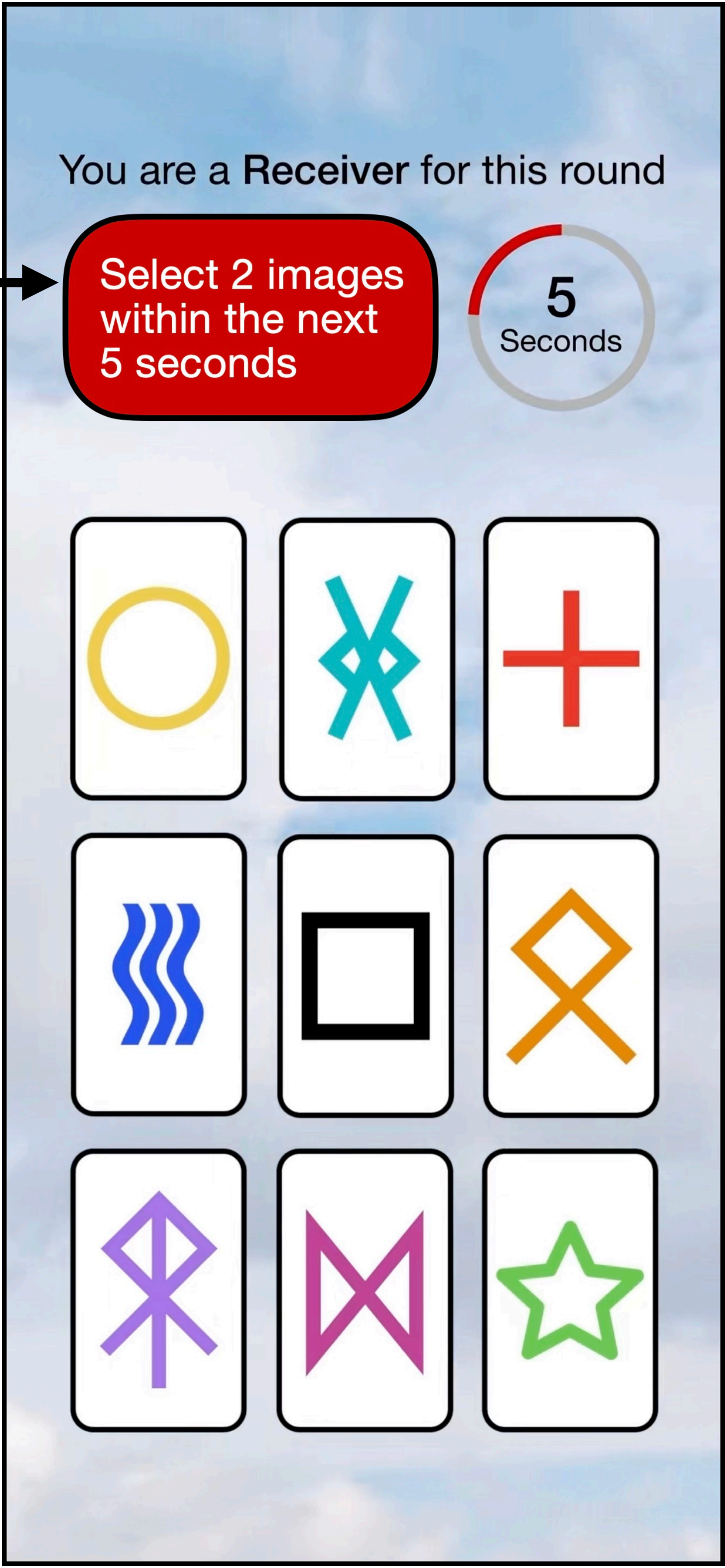
Pop-up for only 1 choice made with 5 seconds left

Use button
"2_choices.png"



Pop-up for no choices made with 5 seconds left

Use button
"1_choice.png"

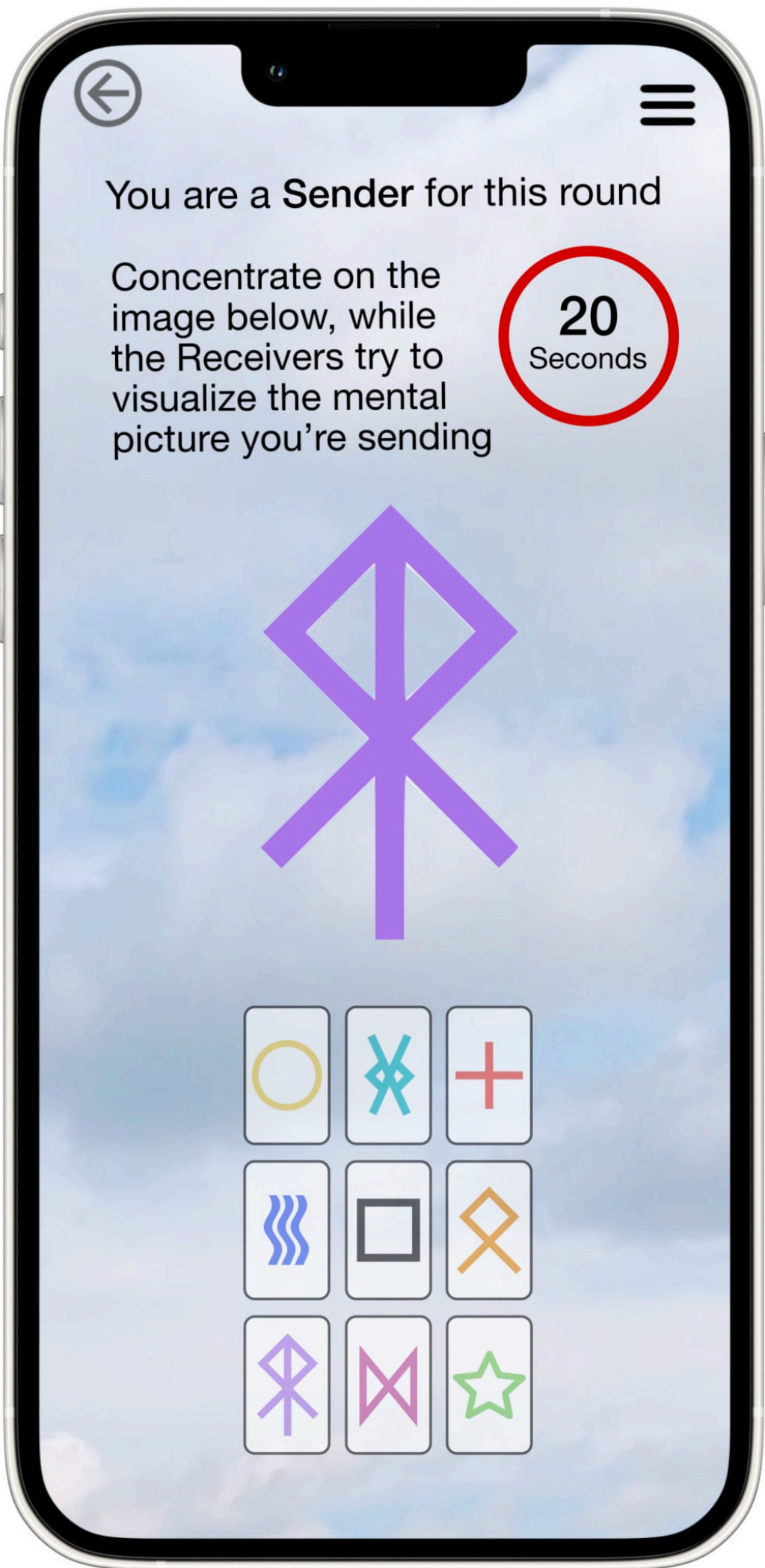


Control Test

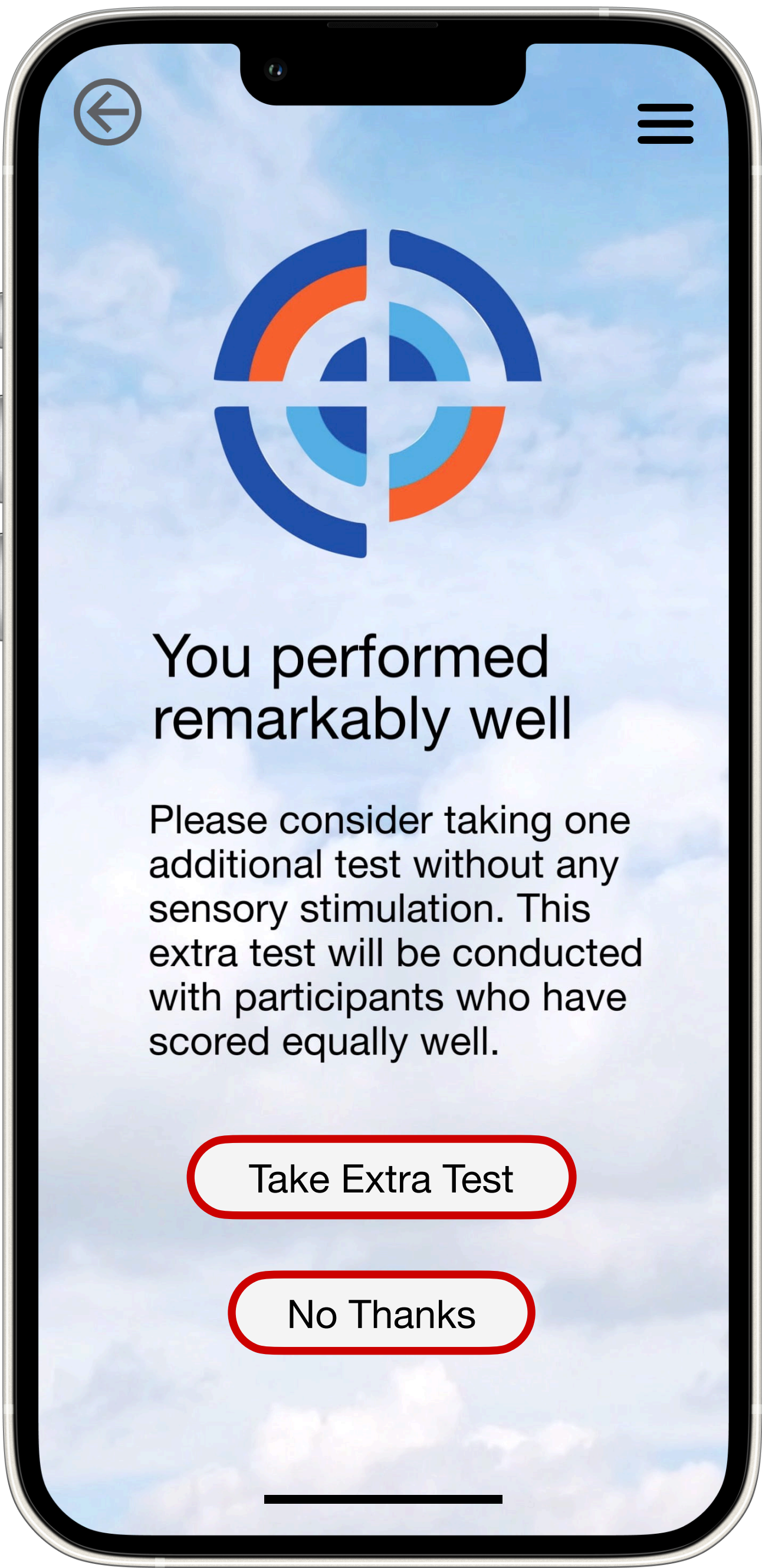
The results from this app will be used by neuroscientists at a research university, so it's important that rigorous study protocols are followed for this type of large-scale experiment. This includes re-testing the top performers without music or haptics to determine if the sensory stimulation was responsible for their superior performance.

After Test #3 is Completed

If a user scores 2-3 hits, then go to Control video →



Control Test Request



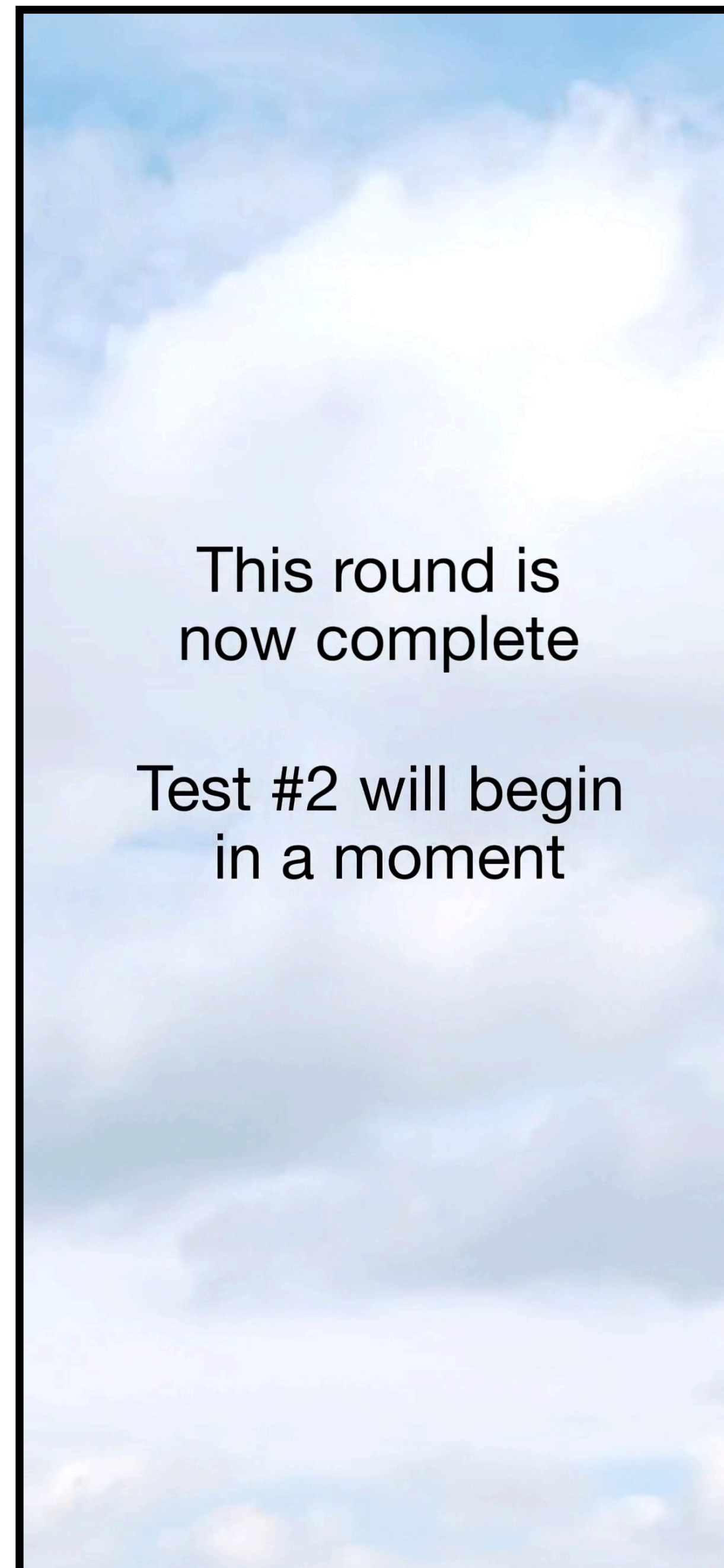
All of the users who choose to take a Control test will be tested with each other as Senders and Receivers for one test without music or haptics. If there is only one user for the Control test, then utilize a virtual user with random choices to even out the test.

← “control_screen.mp4”
Video loops continuously

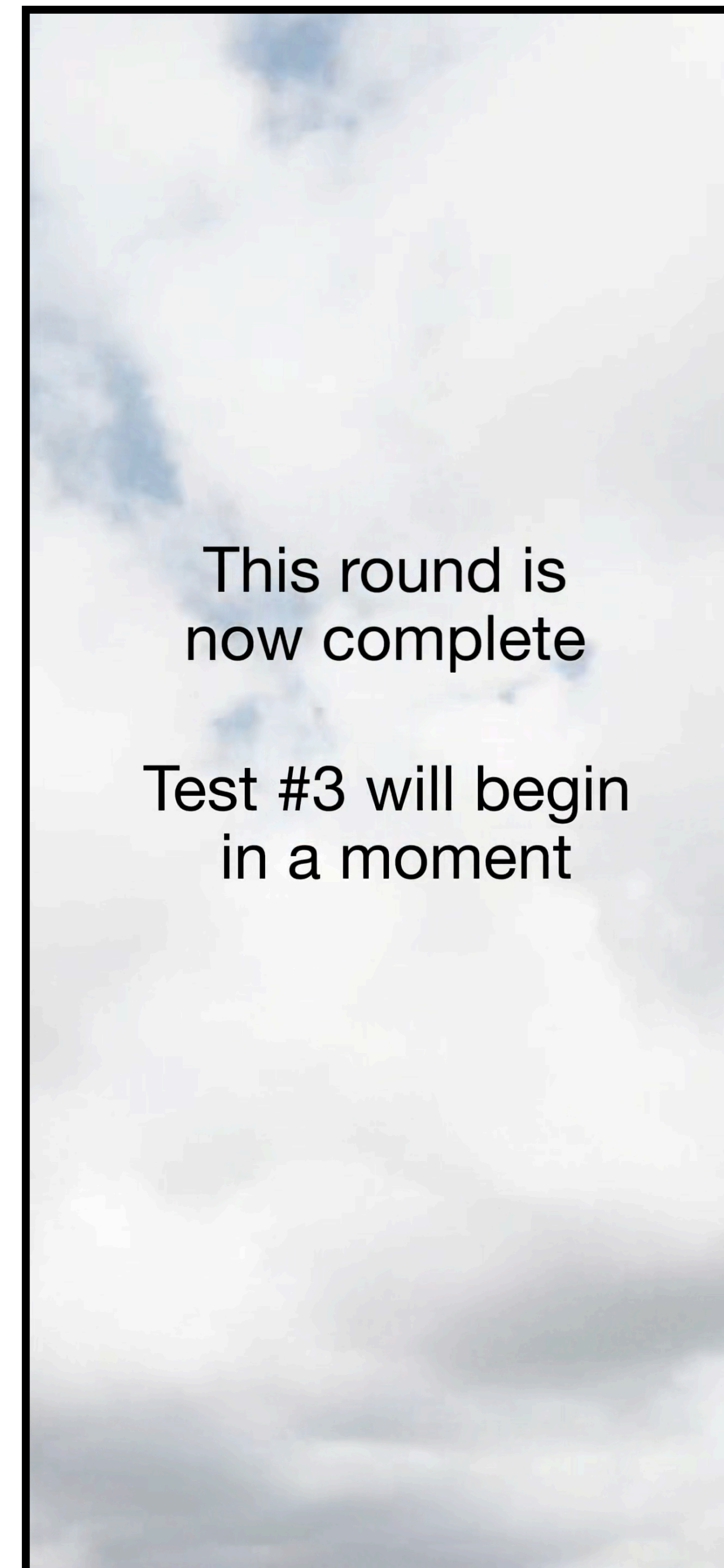
← Button links to Control Test

← Button links to Results Screen

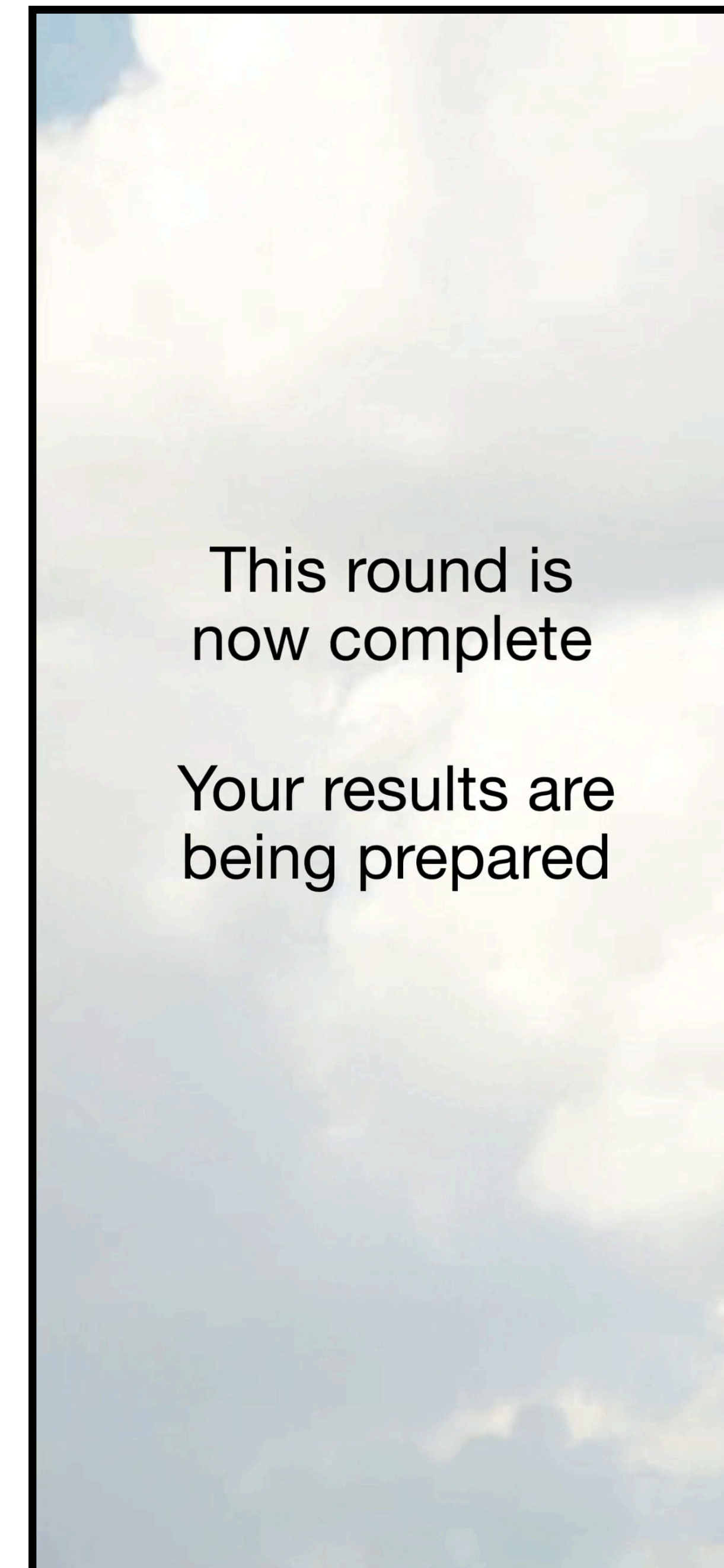
End of Test #1



End of Test #2



End of Test #3

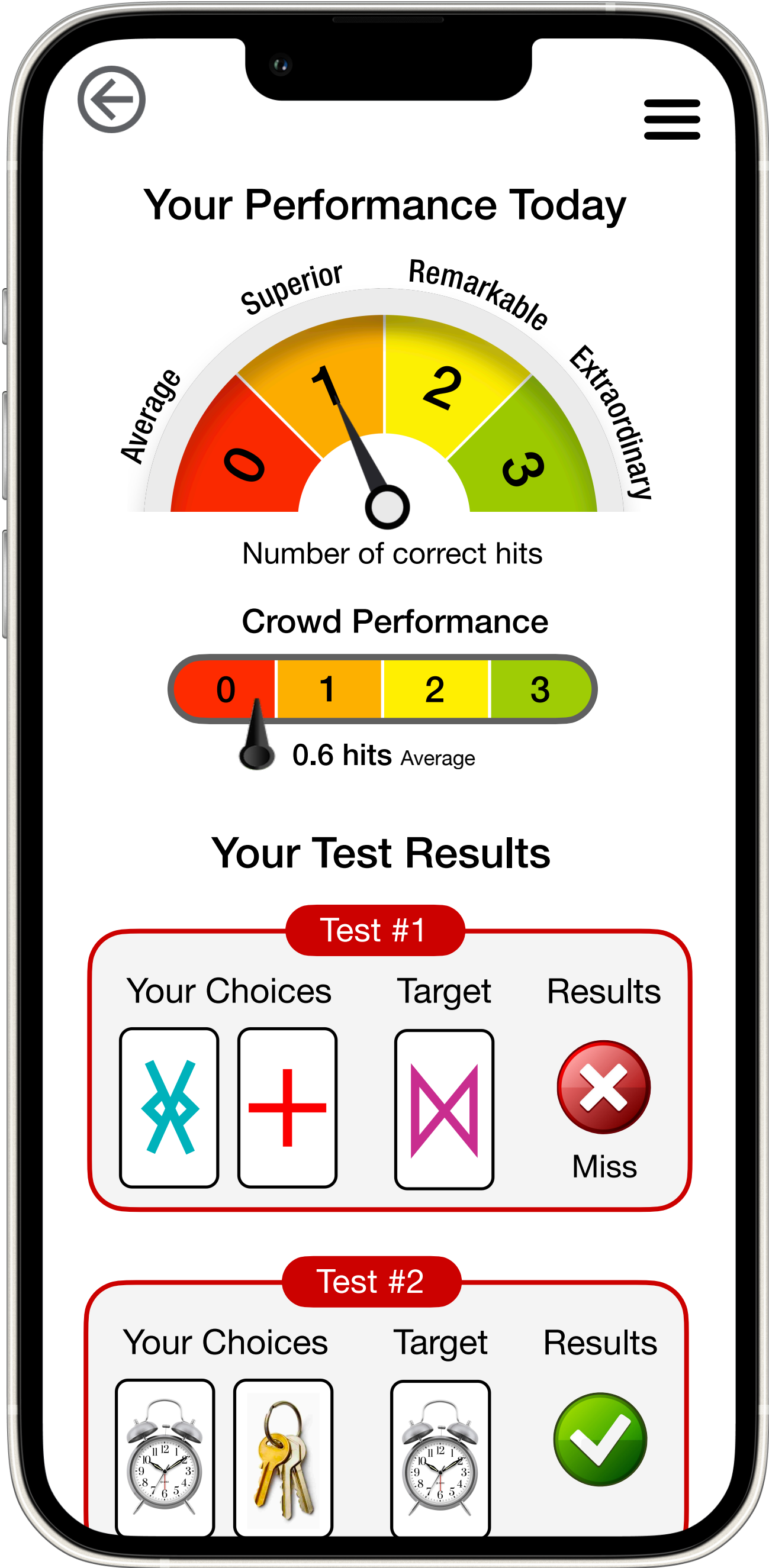


When Test #3 ends,
the user is taken to
the Results Screen



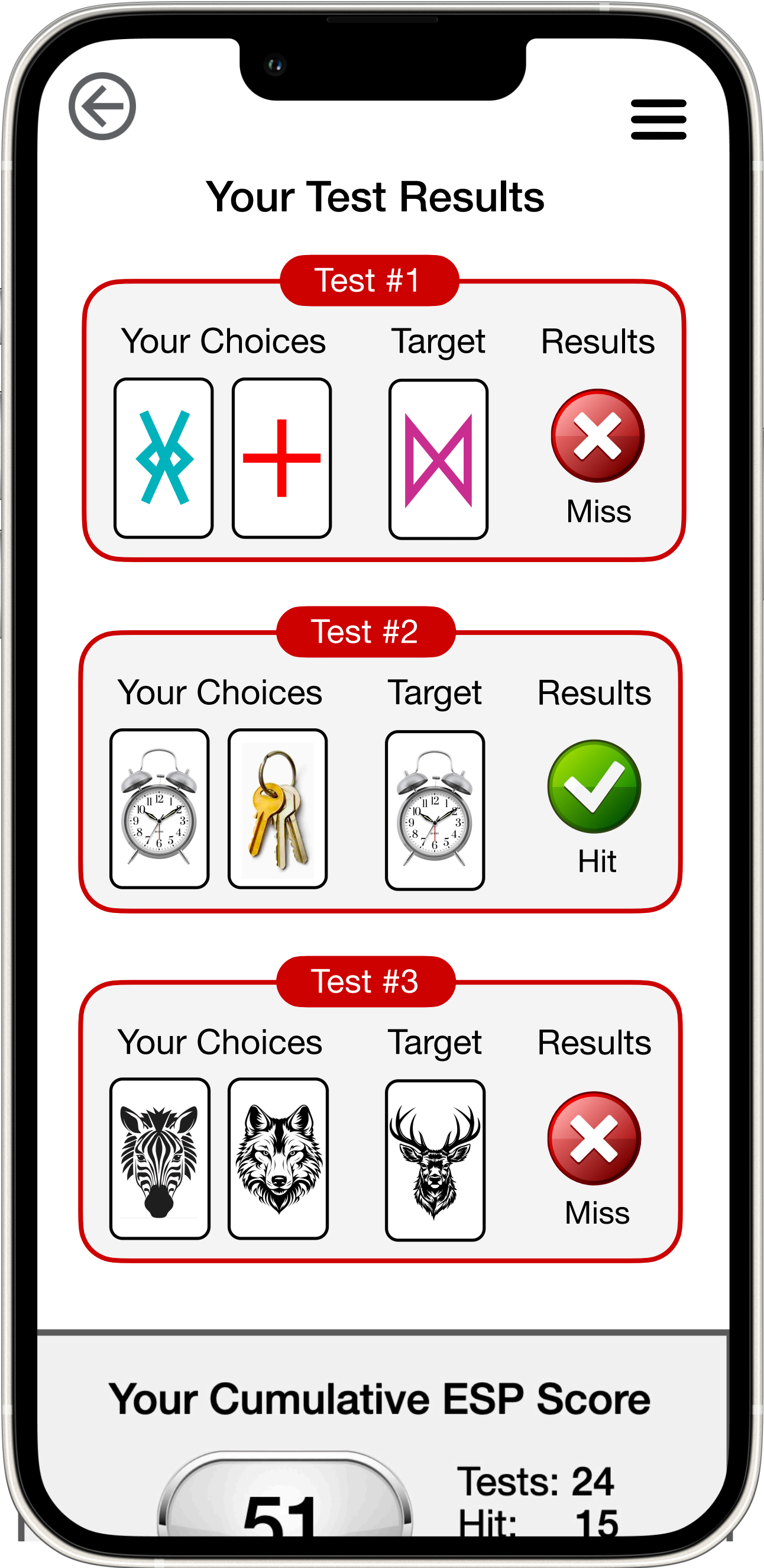
Crowd Test Results Screen – Scrollable

Performance Section



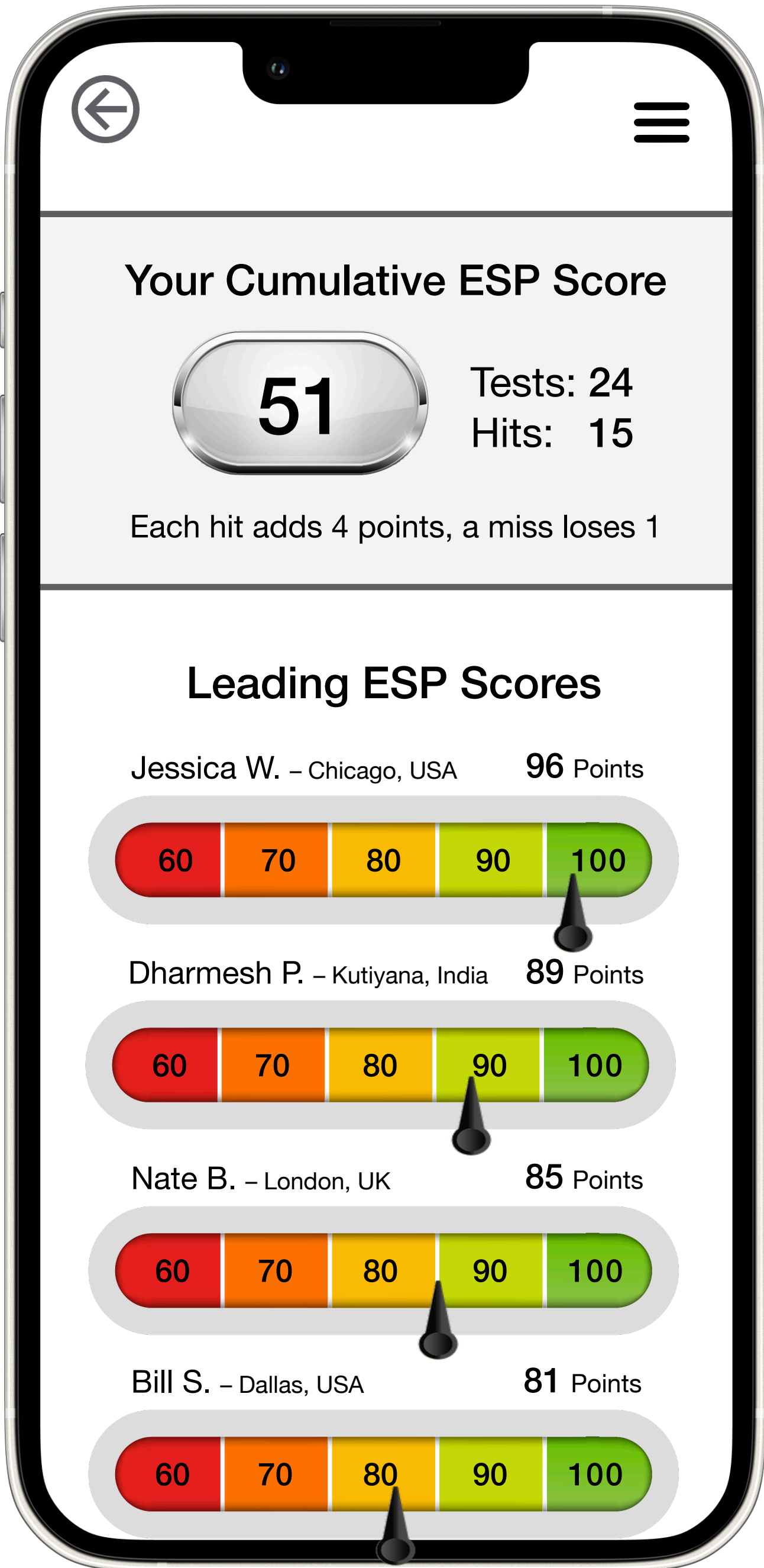
Results section is visible

Results Section

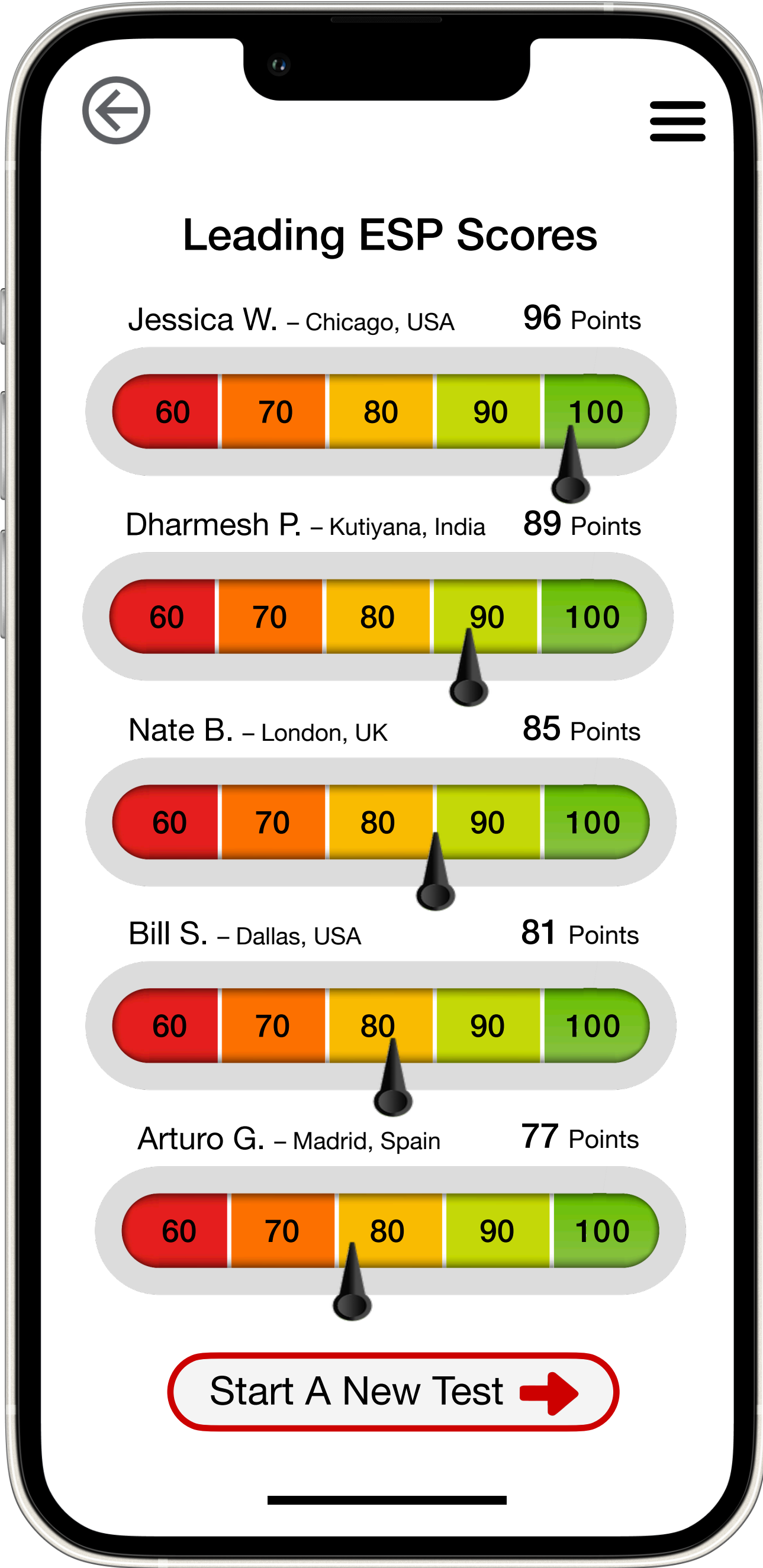


Score section is visible

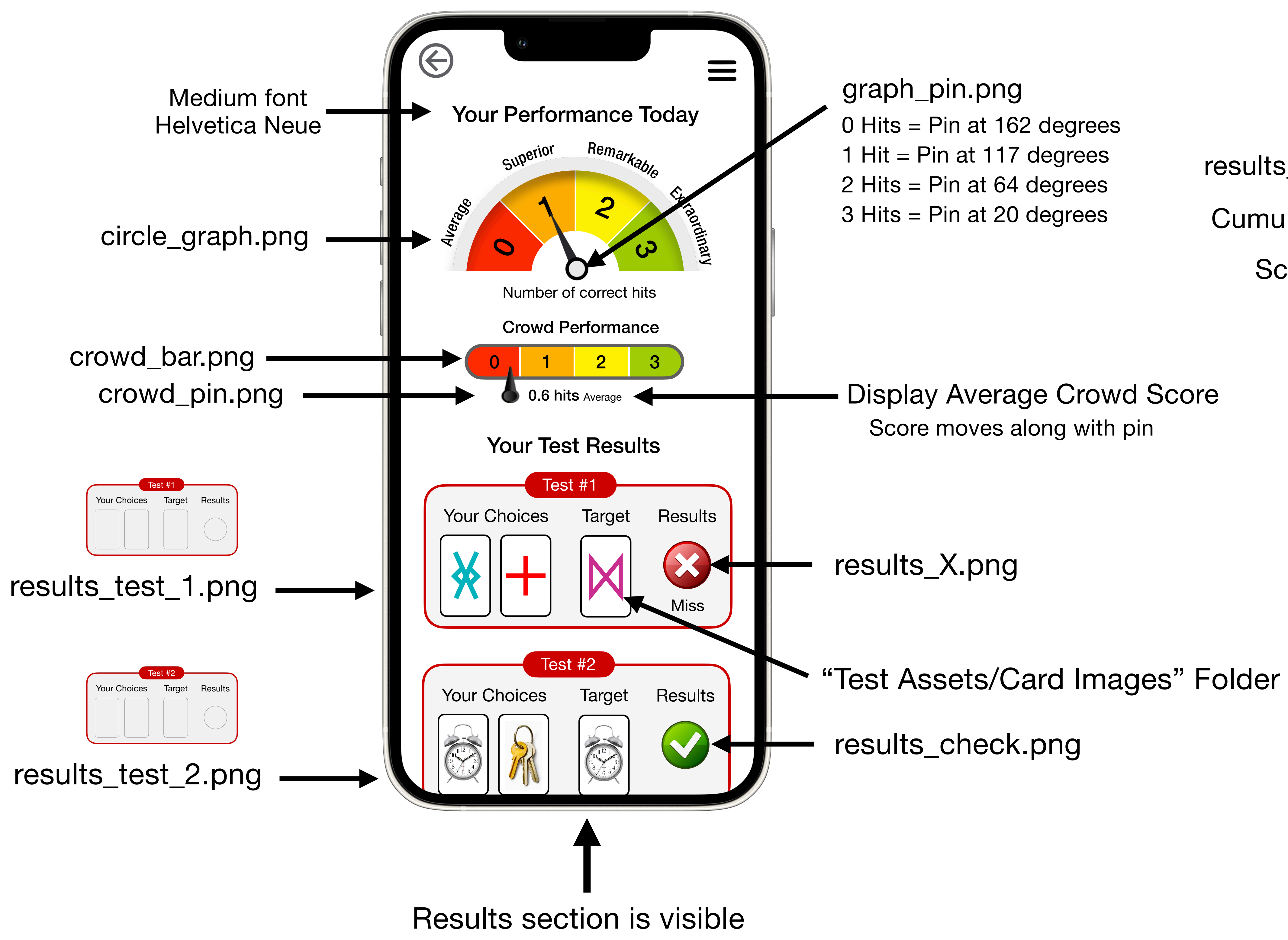
Score Section



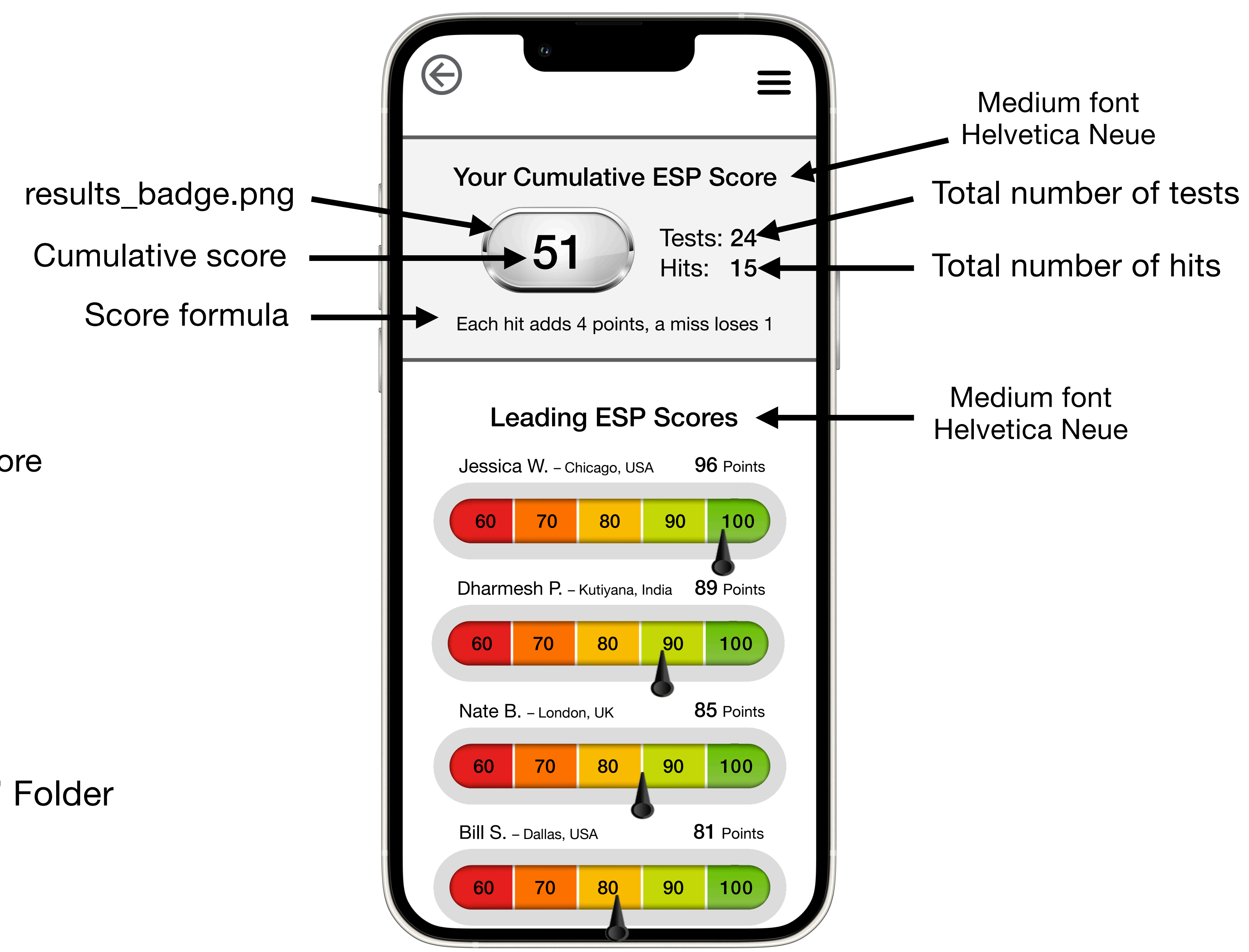
Scoreboard Section



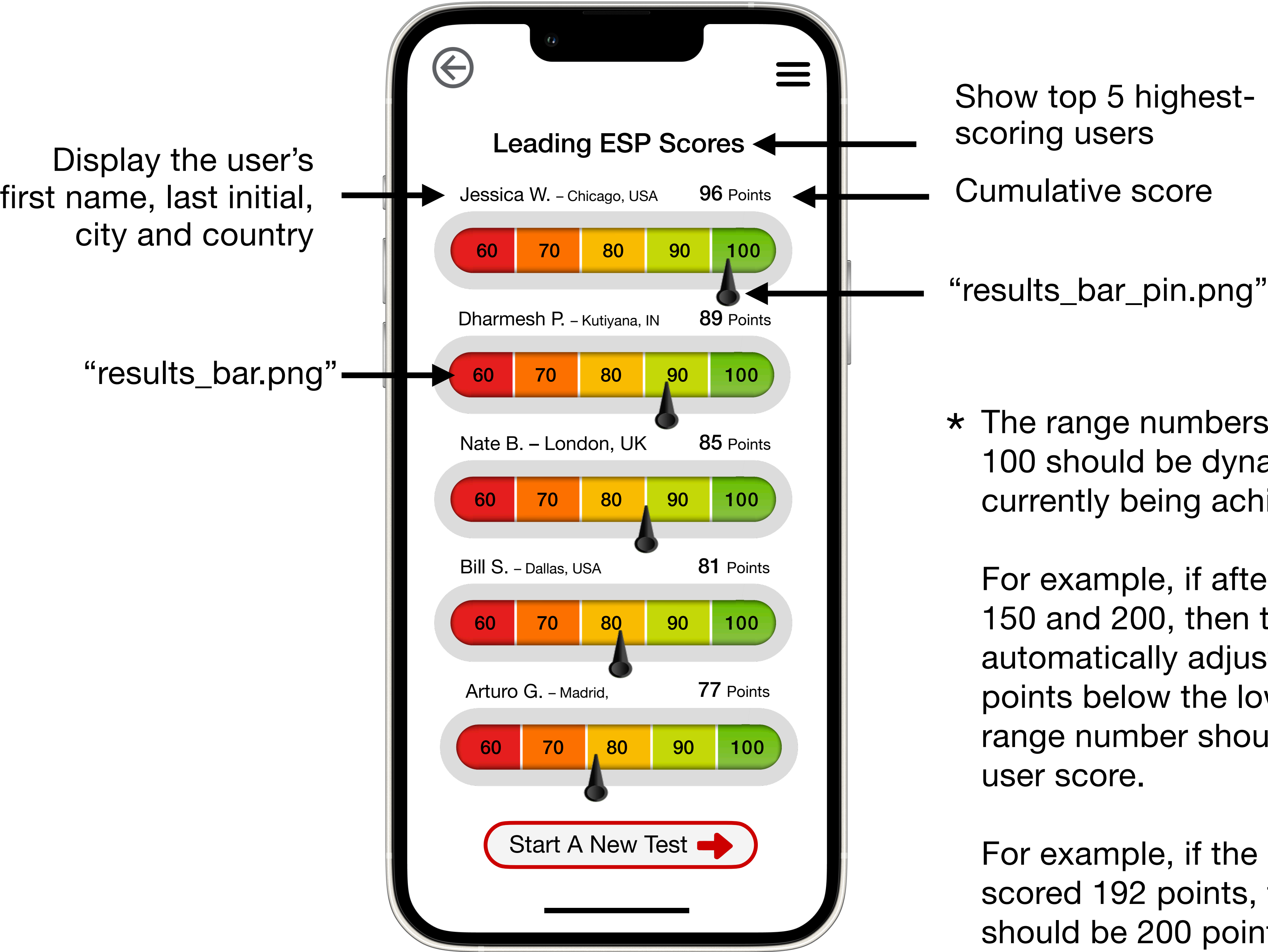
Performance and Results Sections



Score Section



Scoreboard Section



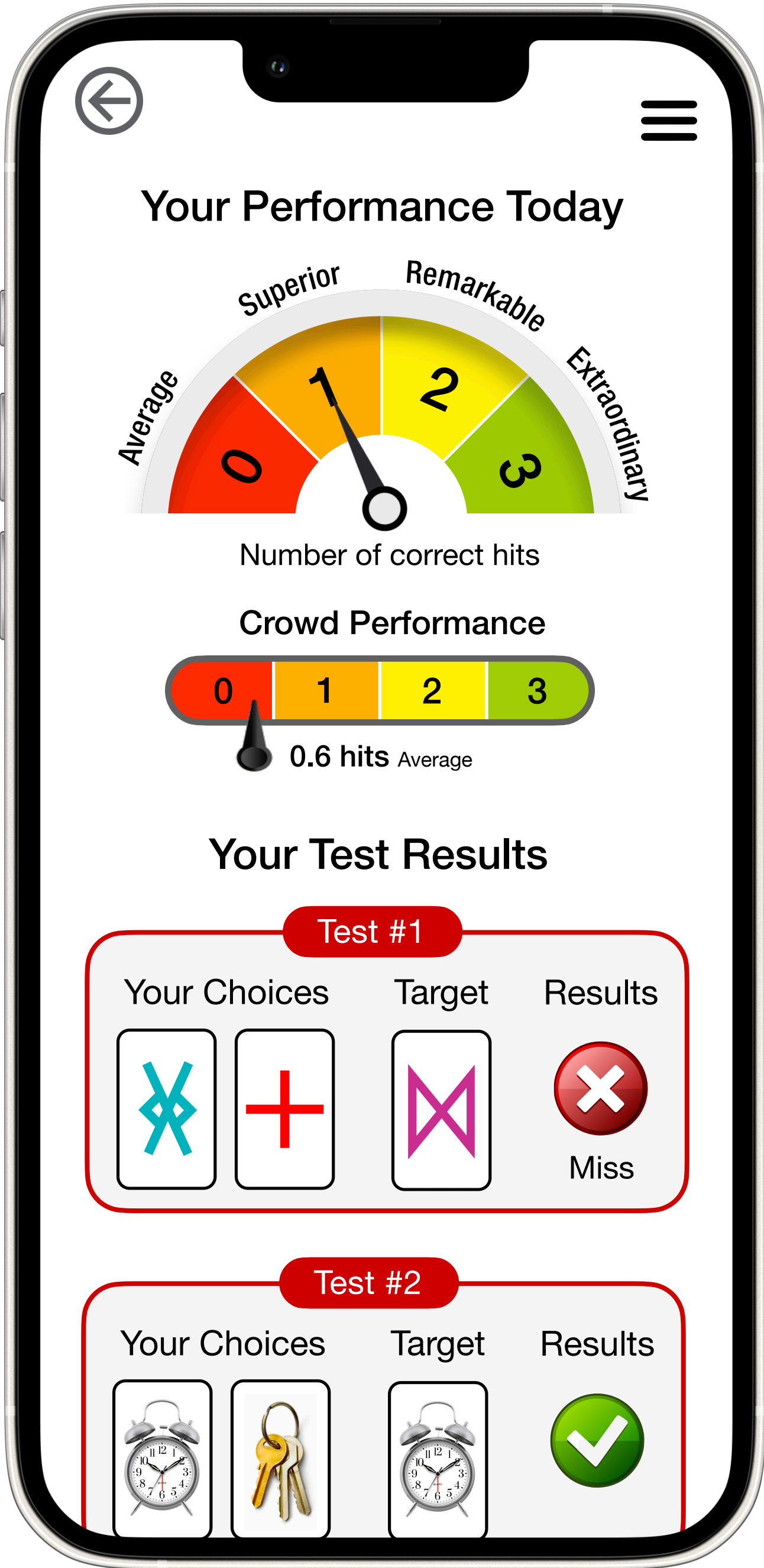
* The range numbers insider the bars, such as 80, 90 and 100 should be dynamic, and reflect the range of scores currently being achieved.

For example, if after 6 months users are scoring between 150 and 200, then the range numbers should automatically adjust. The minimum range should be 10 points below the lowest user score, and the maximum range number should be 10 points above the highest user score.

For example, if the current scoreboard leader Jessica W. scored 192 points, then the top end range number should be 200 points. The other range numbers would then be divided by 5 – becoming: 60, 95, 130, 165 & 200.

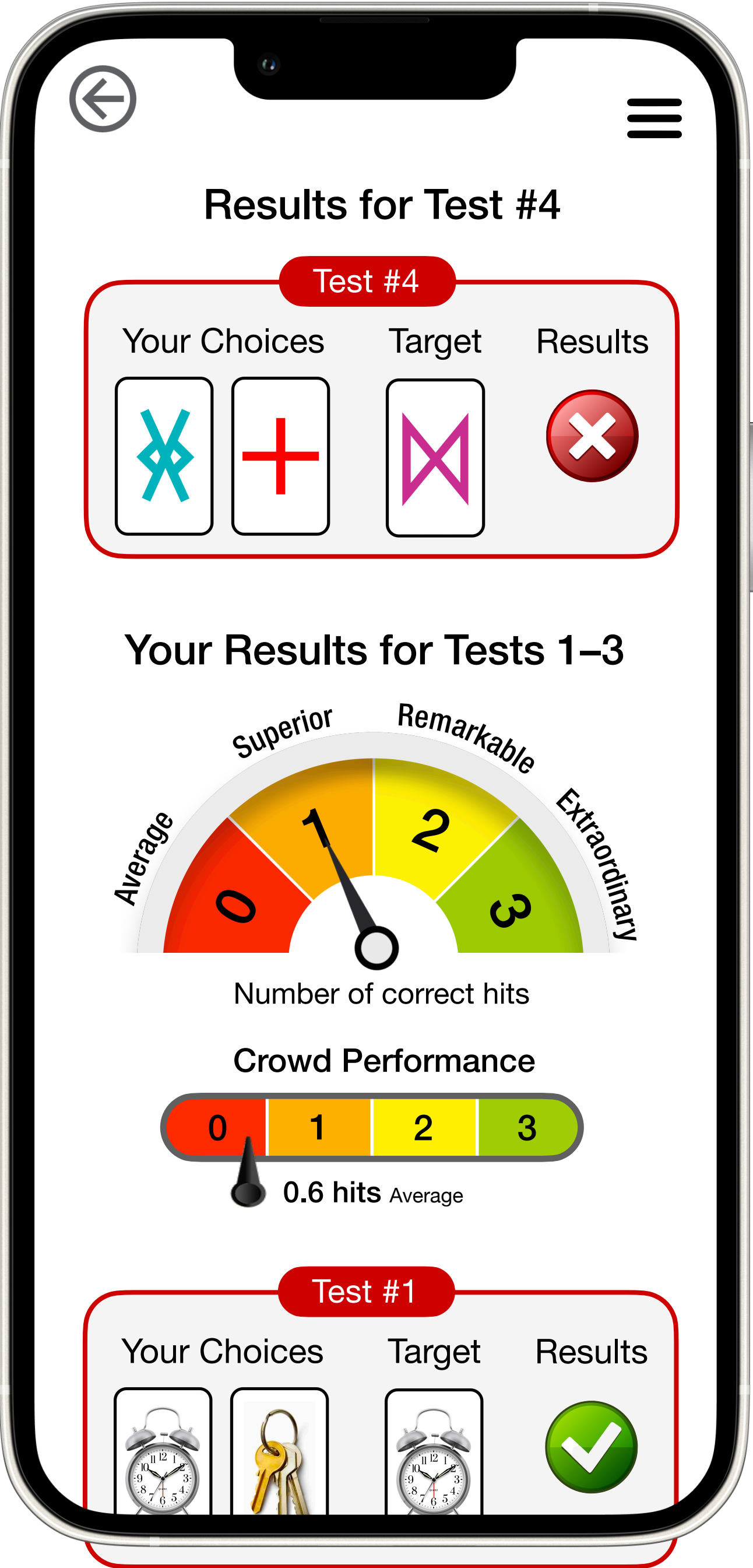
We should also be able to manually enter the range numbers – in case unexpectedly high scoring occurs.

Results for Crowd Test



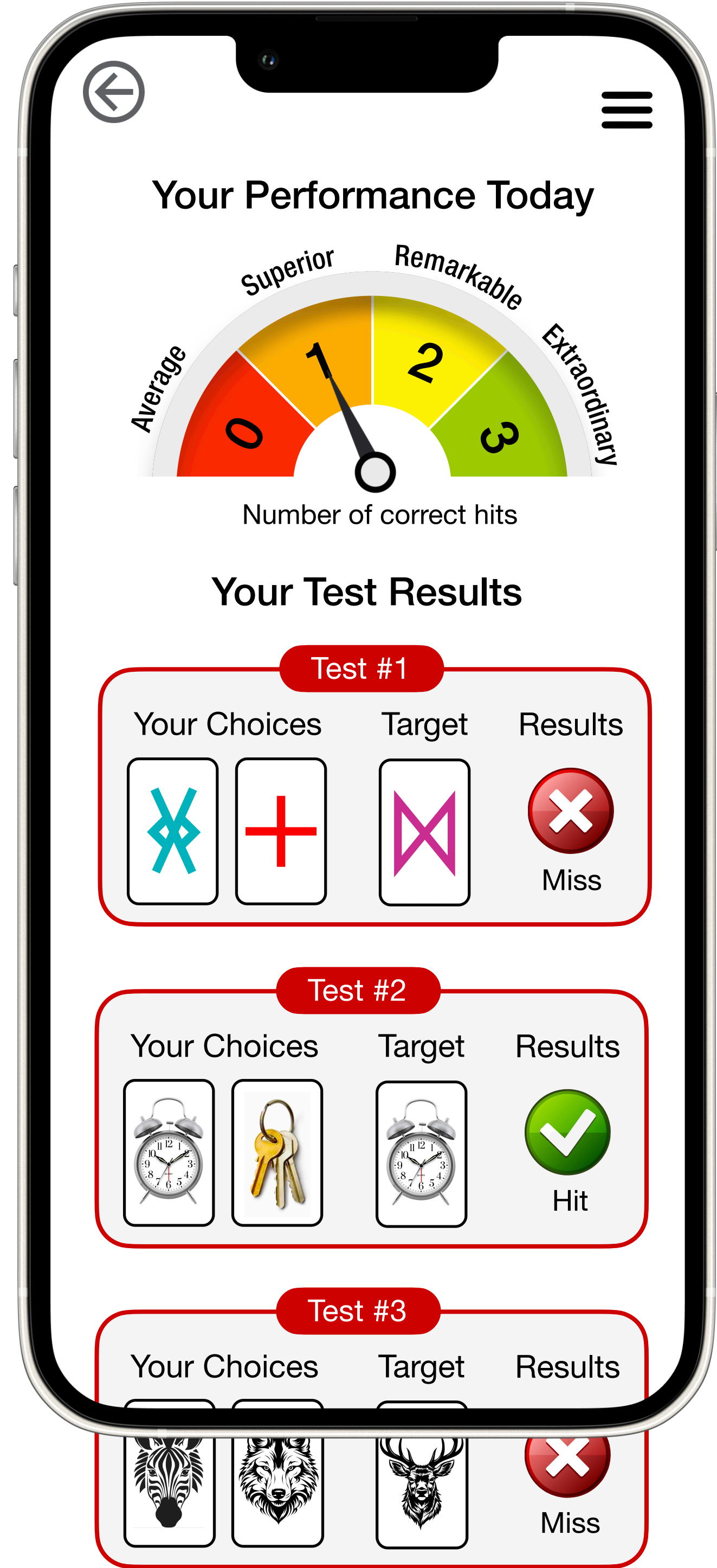
Results continue below

Results for Control Test
Includes results for Test #4



Results continue below

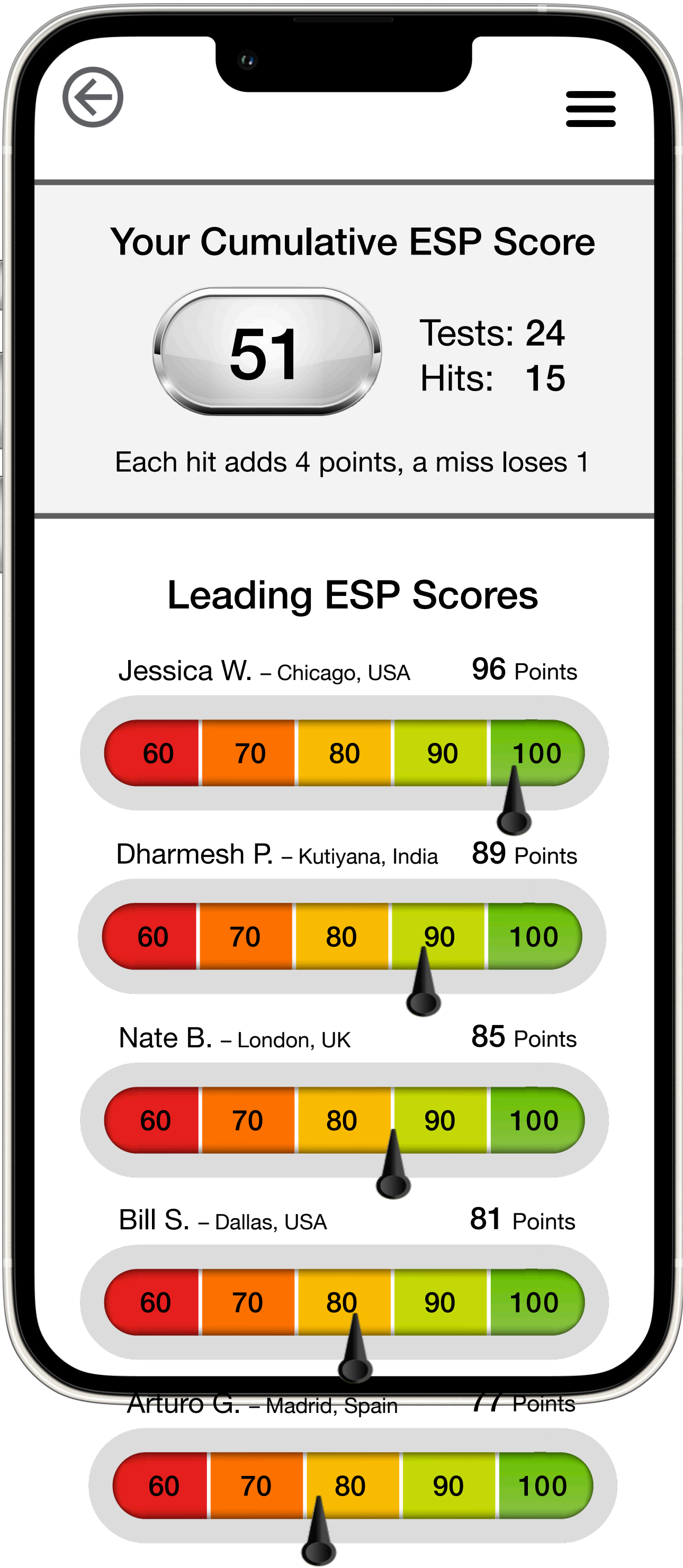
Results for Practice Test
Excludes Crowd results



Results END here


Cumulative Score and Scoreboard

Accessed from sliding menu

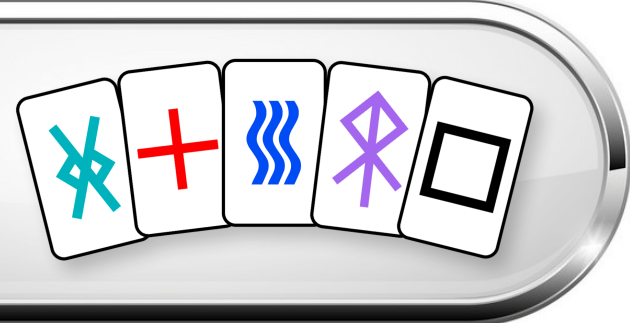


Scoreboard scrolls down

Top section




User Guide



ESP Testing Process

This 5-minute ESP test can help you discover your true telepathic abilities


New research from CalTech confirms that the human brain can detect magnetic fields. Other scientists report that the discovery of magnetite crystals within cortical neurons explains our “sixth sense” of magneto-reception. True ESP brings this science to life with a groundbreaking multi-user test that can help you discover your true telepathic abilities.



Senders & Receivers

Participants will alternate being senders and receivers during each telepathy test

Over the past century, hundreds of telepathy experiments have been conducted at universities around the world. The terms they used to describe the roles that participants played in experiments were “Senders” and “Receivers.” During a True ESP test, users alternate being Senders and Receivers, taking turns mentally transmitting images and then attempting to identify the image being visualized.

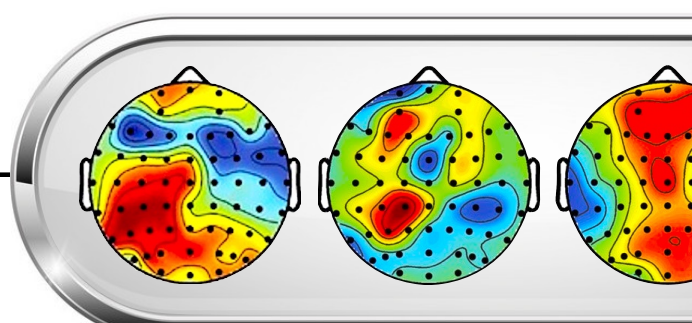


Multi-Sensory Stimulation

Haptic algorithms make the iPhone resonate like a musical instrument

The iPhone's haptic engine can generate richly-textured vibrotactile stimulation, and True ESP uses proprietary algorithms to stimulate the neurons in fingertips with extraordinary detail. By synchronizing haptics with binaural music at gamma frequencies of 30–150 Hz, this innovative app can induce neural entrainment throughout the neocortex, and make it possible fro achieve true brain-to-brain interaction during telepathy testing.

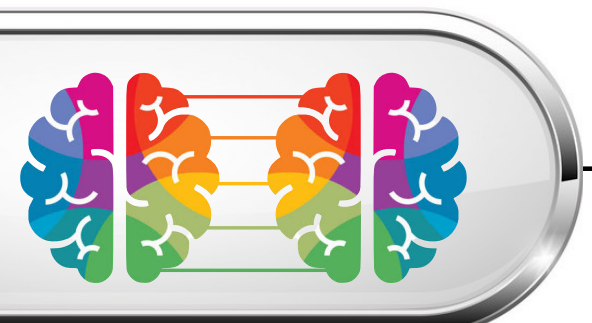
Middle section



Neural Synchrony

Brain wave entrainment is induced by simultaneous multi-sensory stimulation

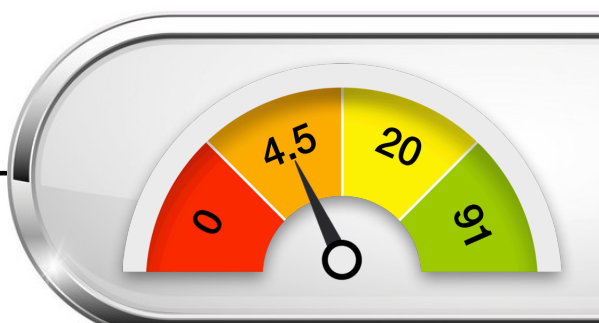
Emerging research shows that binaural audio and haptic stimulation can induce neural entrainment throughout the neocortex. These studies were conducted by utilizing magnetoencephalography (MEG) analysis and fMRI brain scans, providing real-time monitoring of neural activity throughout the cortec. True ESP leverages this research with vibrational music and high-impact visuals that help synchronize the brain waves of participants.



Brain-to-Brain Interaction

EEG analysis reports brain-to-brain interaction over thousands of miles

Several new studies have reported that binaural music can induce brain-to-brain interaction with people located thousands of miles apart. Utilizing a 10% phase shift between channels, the binaural audio induces neural entrainment within the limbic system – eliciting a strong positive result when measured by EEG analysis. These studies lend credibility for True ESP achieving successful results by participants located around the world.



Performance Analytics

Rich analytics provide real-time insights into user performance during ESP tests

When conducting rigorous experiments, it's critical to ensure that the resulting data are clear and concise. True ESP features detailed testing metrics with rich infographics to provide deep insight into user performance. From analytics to real-time scoreboards, participants can view the results of their telepathy tests using interactive tools that keep them both informed and engaged.

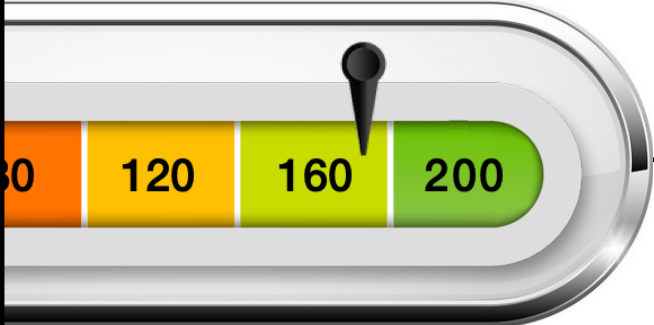
User Guide

One long scrollable PDF file: “user_guide.pdf”

Accessed from the sliding menu and with the “Info” button in several locations




Bottom section



Your ESP Test Score

Compare your results with other test participants from around the world

True ESP provides test participants with real-time feedback on their performance, enabling users to adjust their techniques for sending and receiving telepathic images. Featuring a live scoreboard with test results from users around the world, this groundbreaking app connects people in deep and meaningful ways. A new version in development will enable participants to conduct private ESP tests with friends and family members in real-time.




Sharpening Your Skills

Practice against simulated users to strengthen your telepathic abilities

Utilizing a neural network and machine learning, True ESP offers a practice mode for users to improve their skills using simulated participants. With the same interactive features as the live crowd test, the practice mode delivers an on-demand multi-sensory experience for telepathy testing. Play against virtual participants that are specially programmed to provide rich interactive sessions to strengthen your telepathic abilities.

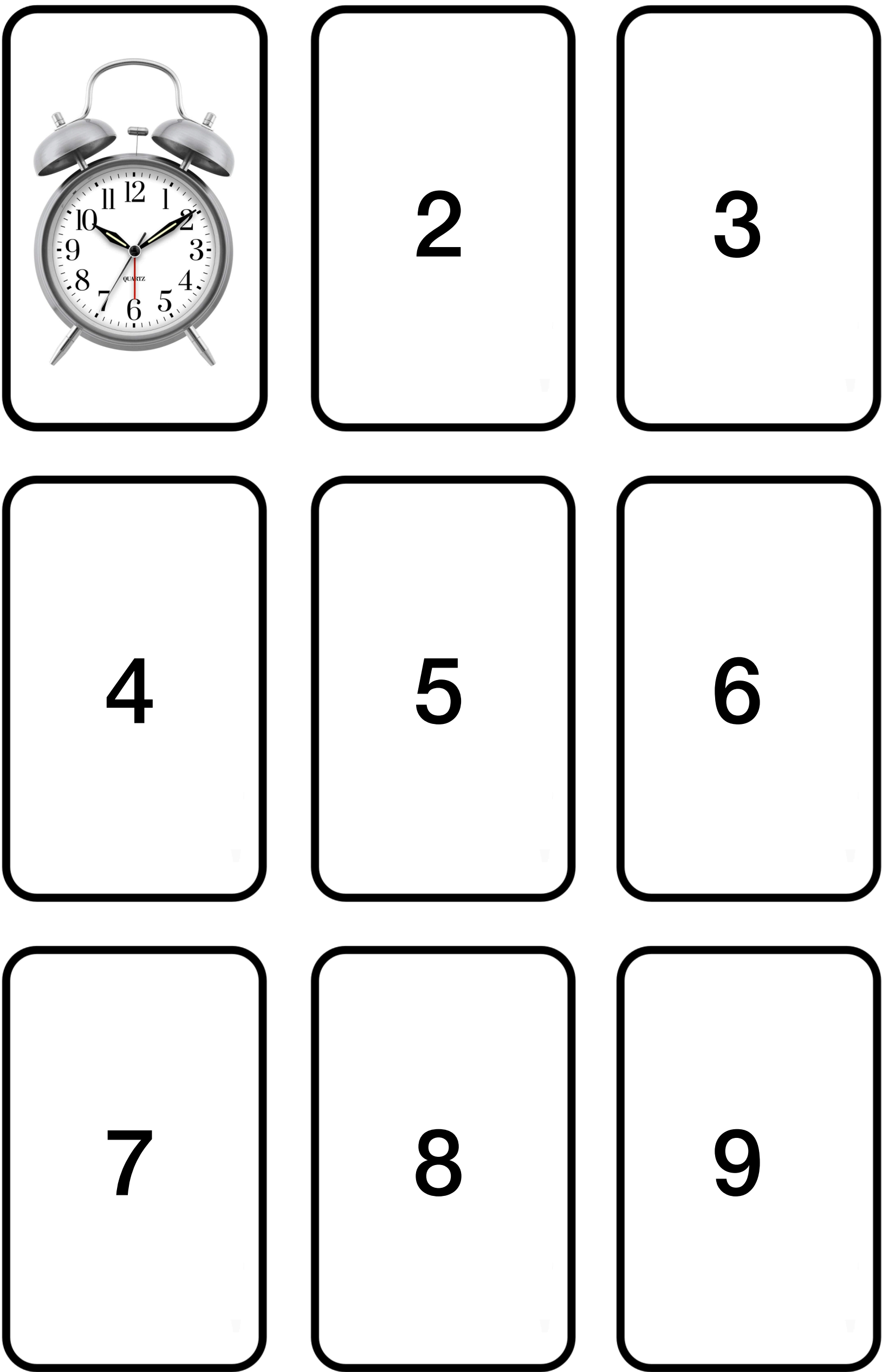
Begin Your ESP Test



Names & Numbers for Image Cards

Cards are named by number
of the position and image type

Example:
“O1.png”
→
(O = Objects)

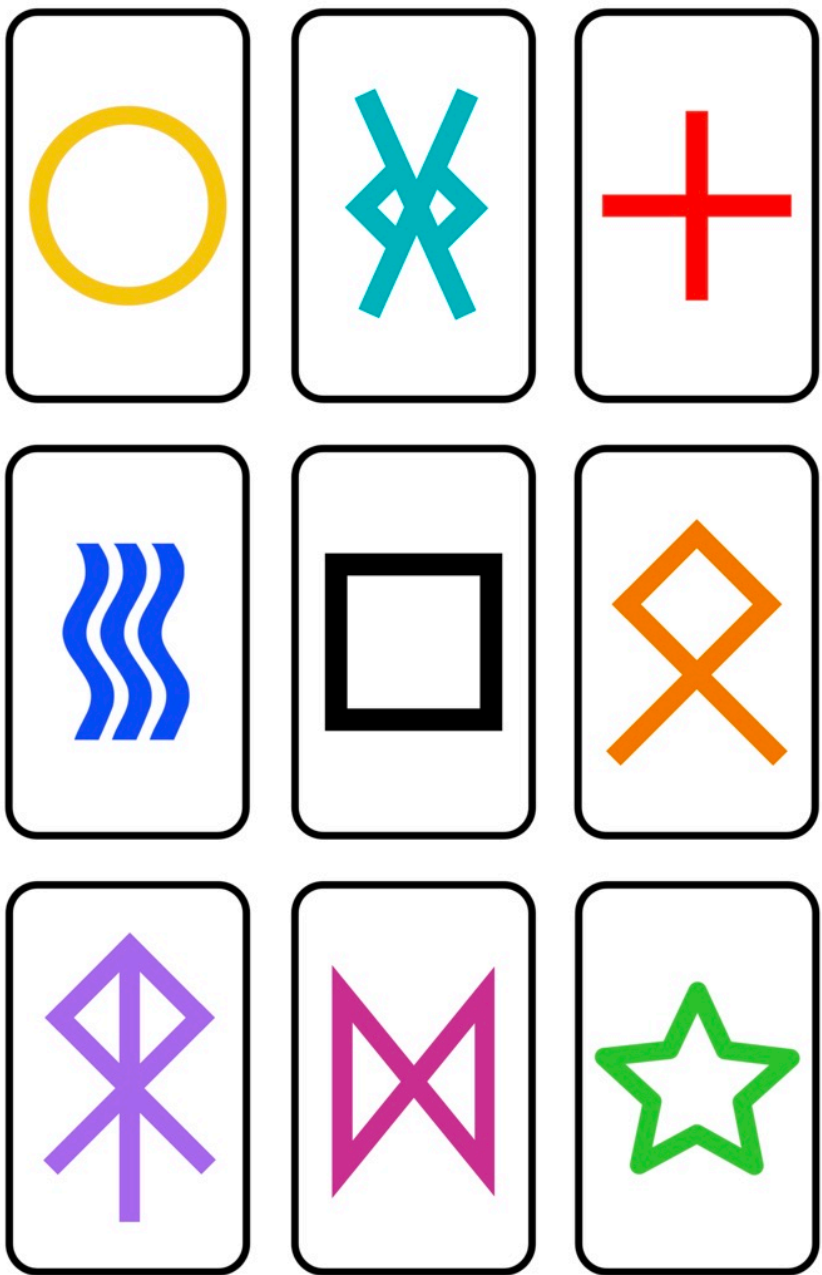


- A – Animals
- C – Cards
- F – Fruit
- L – Landmarks
- O – Objects
- S – Symbols

Objects



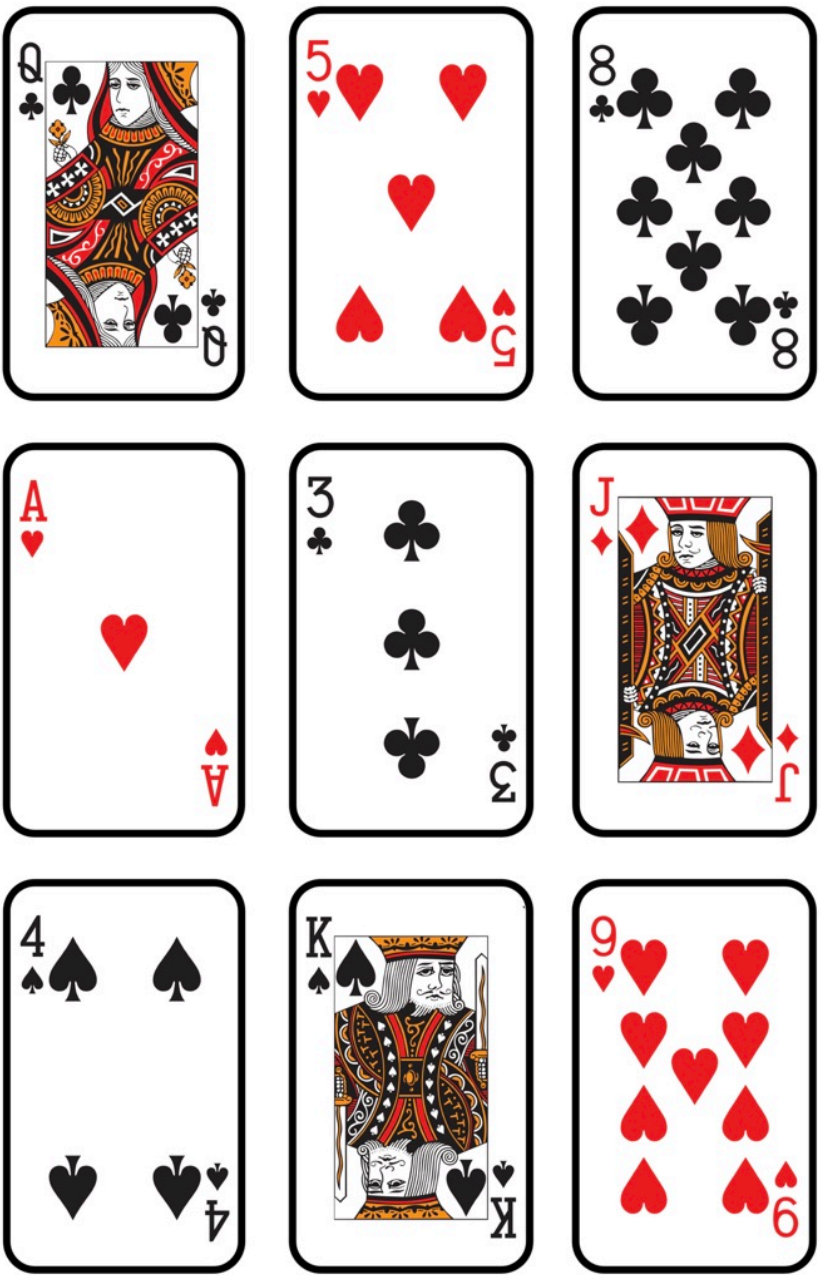
Symbols



Landmarks



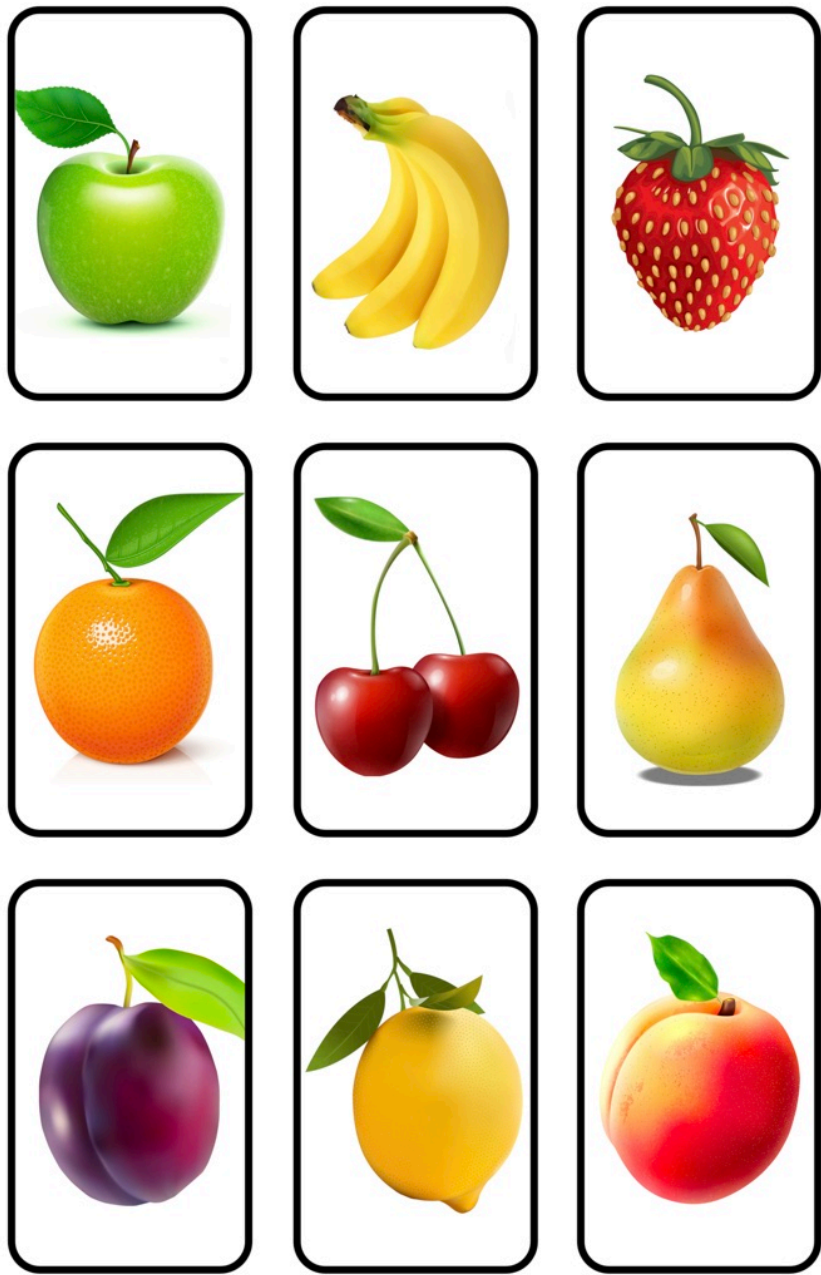
Cards



Animals




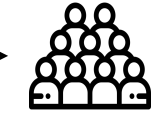



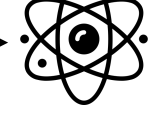







Fruit



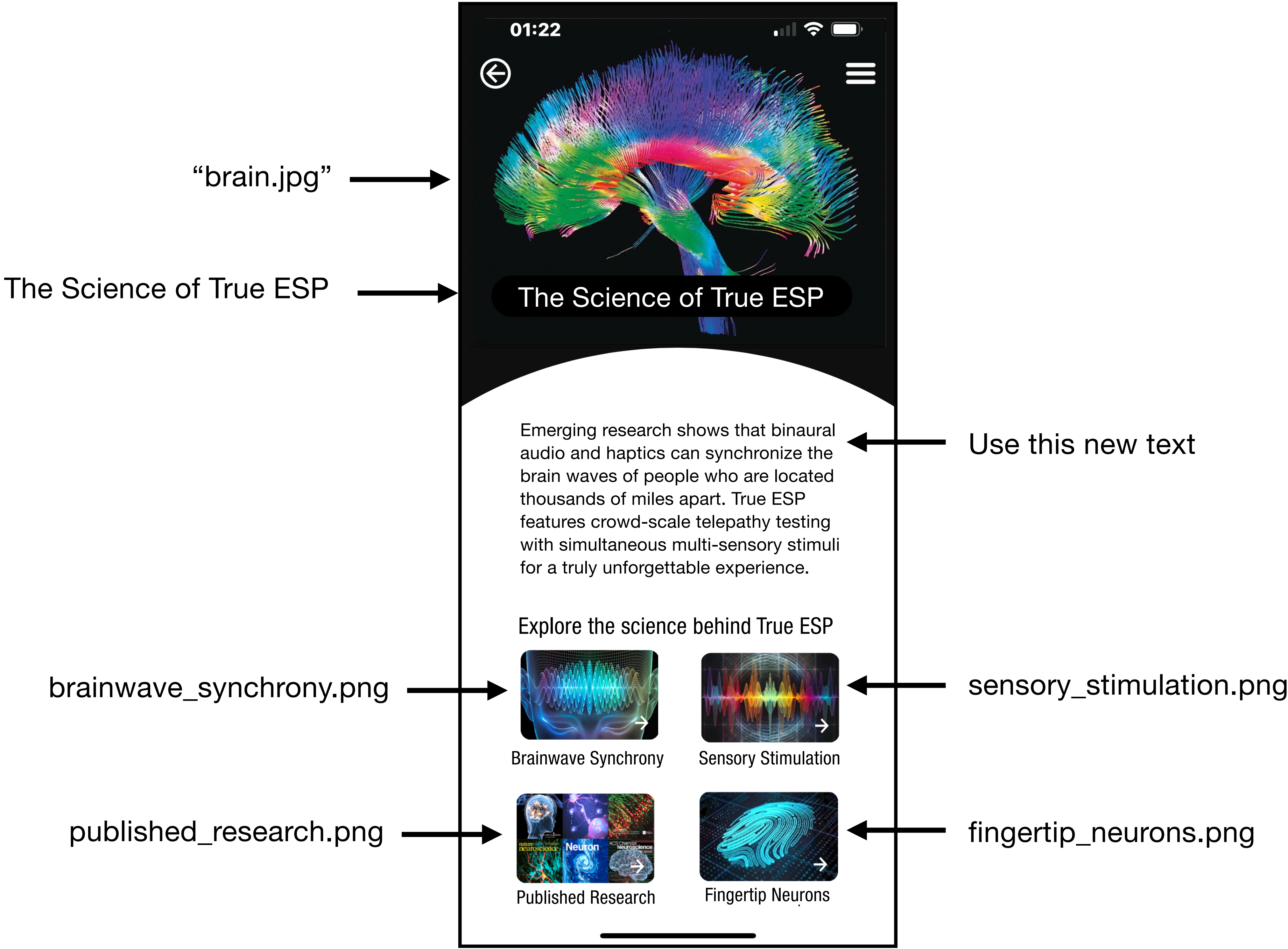
Sliding Menu Screen

Use the NeuralJoy sliding menu

Update logo with True ESP

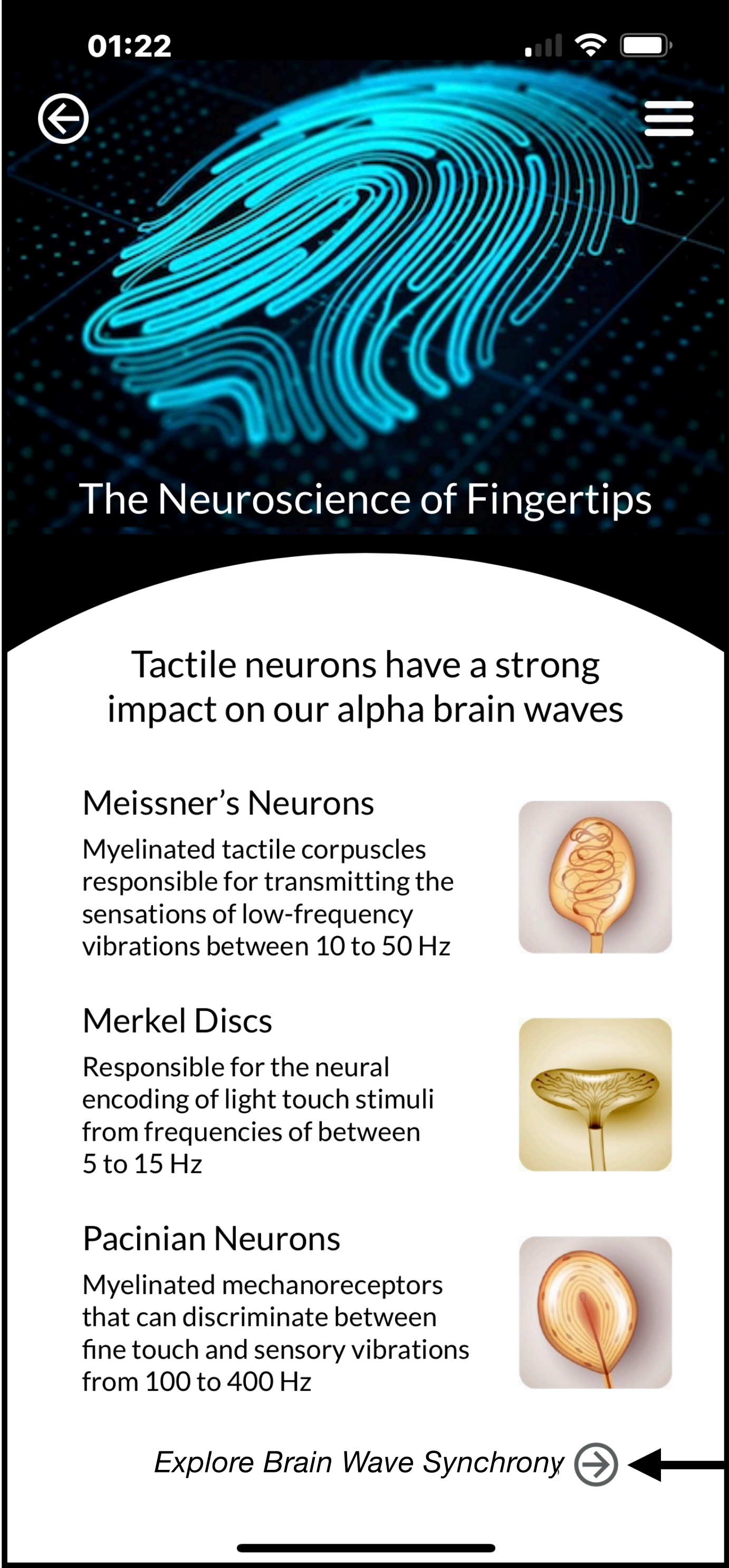
home.png		Home Screen	Home Screen
crowd.png		Start a Test With the Crowd	Test Queue – if registered • otherwise go to Crowd Landing screen
practice.png		Practice With Virtual Users	Sync #1 – if registered • otherwise go to Practice Landing screen
results.png		View Your Results	Cumulative Score Screen – with scoreboard
guide.png		Explore the User Guide	User Guide Screen
science.png		The Science of True ESP	Science Screen
brainwave.png		Brain Wave Synchrony	Brain Wave Synchrony Screen
sensory.png		Multi-Sensory Stimulation	Multi-Sensory Screen
fingertip.png		Fingertip Neurons	Fingertip Neurons Screen
research.png		Published Research	Research Screen
study.png		Participate in Our Study	Study Screen
feedback.png		Provide Your Feedback	Feedback Screen
review.png		Rate the True ESP App	Review Screen

From NeuralJoy App
Science Screen



From NeuralJoy App

Fingertip Neurons Screen

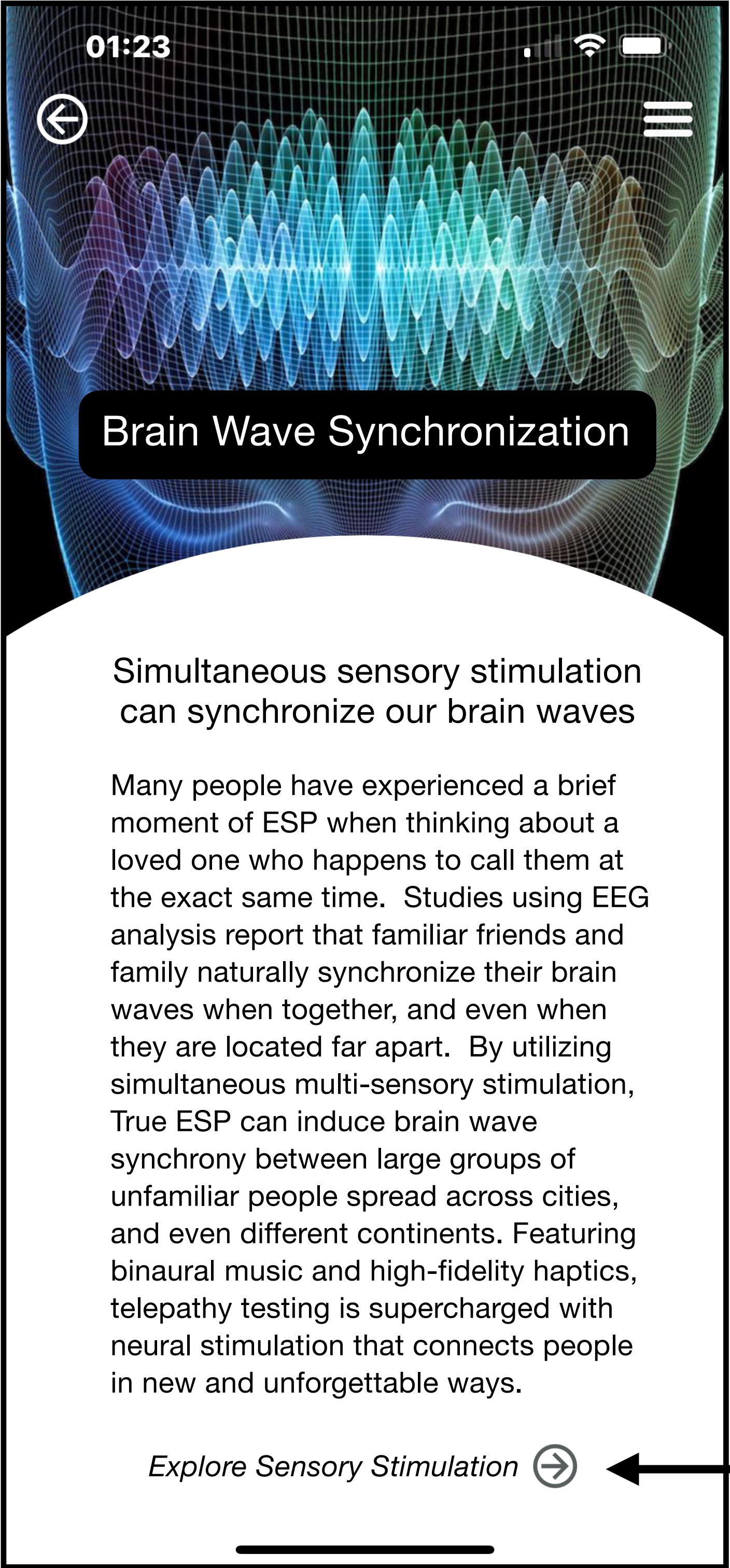


← Use this screen from NeuralJoy

← Use this new link

From NeuralJoy App

Brain Wave Synchrony Screen



← brainwave_synchrony.png

← Change header to “Brain Wave Synchronization”

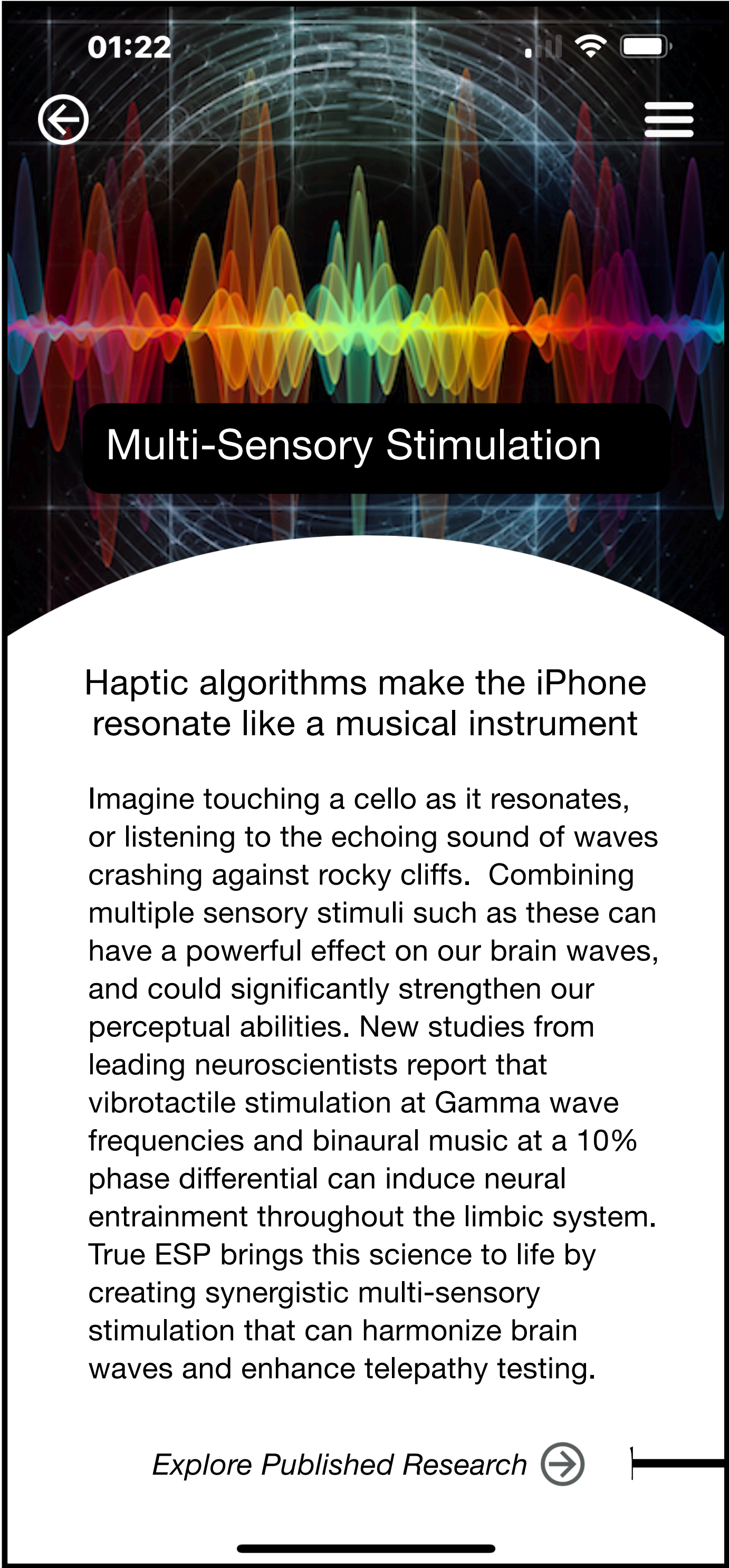
← Use this same screen again

← Use this same screen again

← Use this new link

From NeuralJoy App

Multi-Sensory Screen



← sensory_stimulation.png

← Change header to “Multi-Sensory Stimulation”

← Use this new text

← Use this new text

← Use this new link

From NeuralJoy App
Research Screen



Use this same screen
from NeuralJoy

Use updated ViewController
“ResearchModel.swift”

Use this new link

```
import UIKit

class ResearchModel: NSObject {
    var title: String?
    var pdf: String?

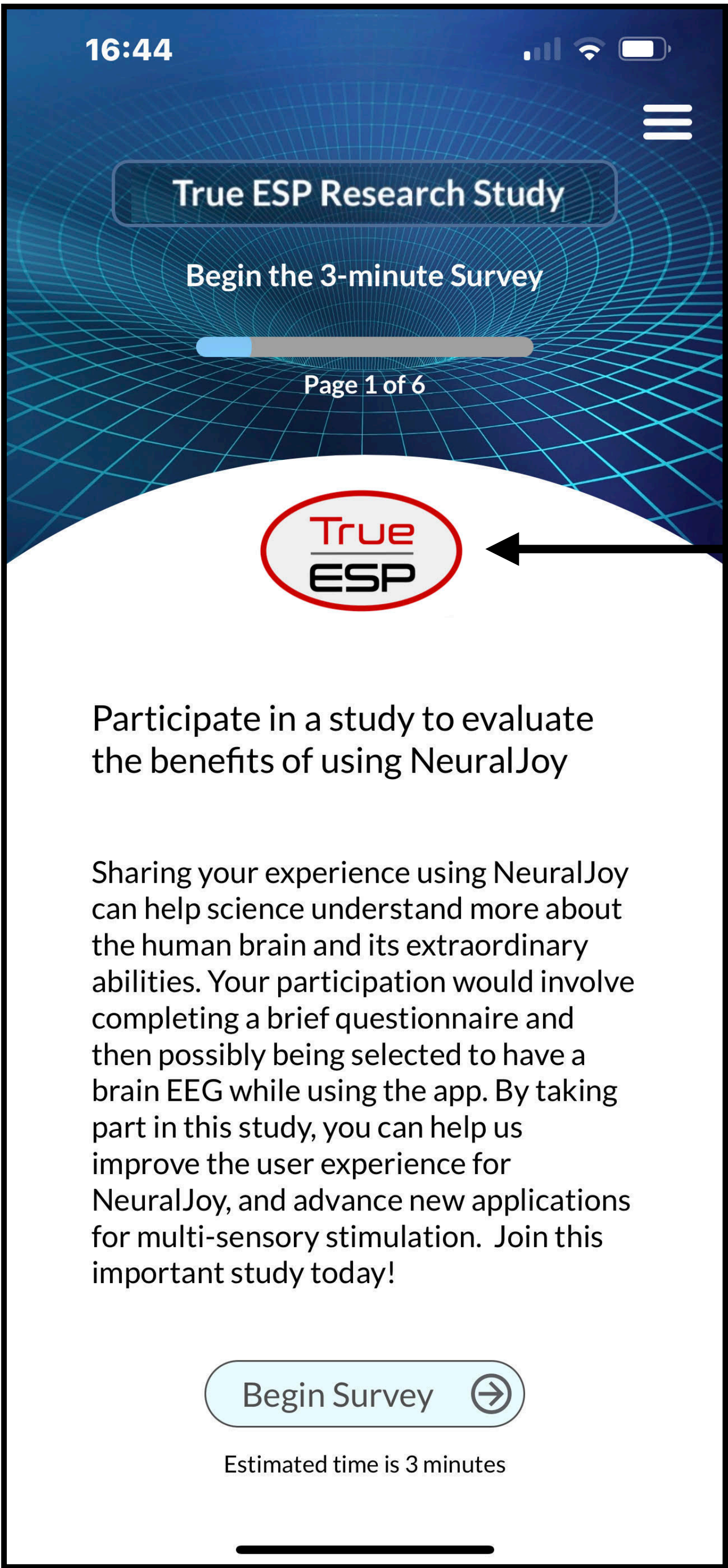
    init(title: String? = nil, pdf: String? = nil) {
        self.title = title
        self.pdf = pdf
    }

    class func getResearchList() -> [ResearchModel] {
        let model1 = ResearchModel(title: "Brain-to-Brain Interaction at a Distance – An EEG Analysis", pdf: "Study_1")
        let model2 = ResearchModel(title: "Extrasensory Perception and Quantum Models of Cognition", pdf: "Study_2")
        let model3 = ResearchModel(title: "A Meta-analysis for Extrasensory Perception Experiments", pdf: "Study_3")
        let model4 = ResearchModel(title: "Brain-to-Brain Communication Via Electromagnetic Fields", pdf: "Study_4")
        let model5 = ResearchModel(title: "Brain Synchrony During Multiuser Neurofeedback Based Gaming", pdf: "Study_5")
        let model6 = ResearchModel(title: "Brain-to-Brain Synchrony Analysis on Human Interactions", pdf: "Study_6")
        let model7 = ResearchModel(title: "Inter-brain Synchronization Occurs During Online Gaming", pdf: "Study_7")
        let model8 = ResearchModel(title: "Human Brainwaves Synchronization – Sympateia Hypothesis", pdf: "Study_8")

        return [model1, model2, model3, model4, model5, model6, model7, model8]
    }
}
```


From NeuralJoy App

Study Screen



Research Study

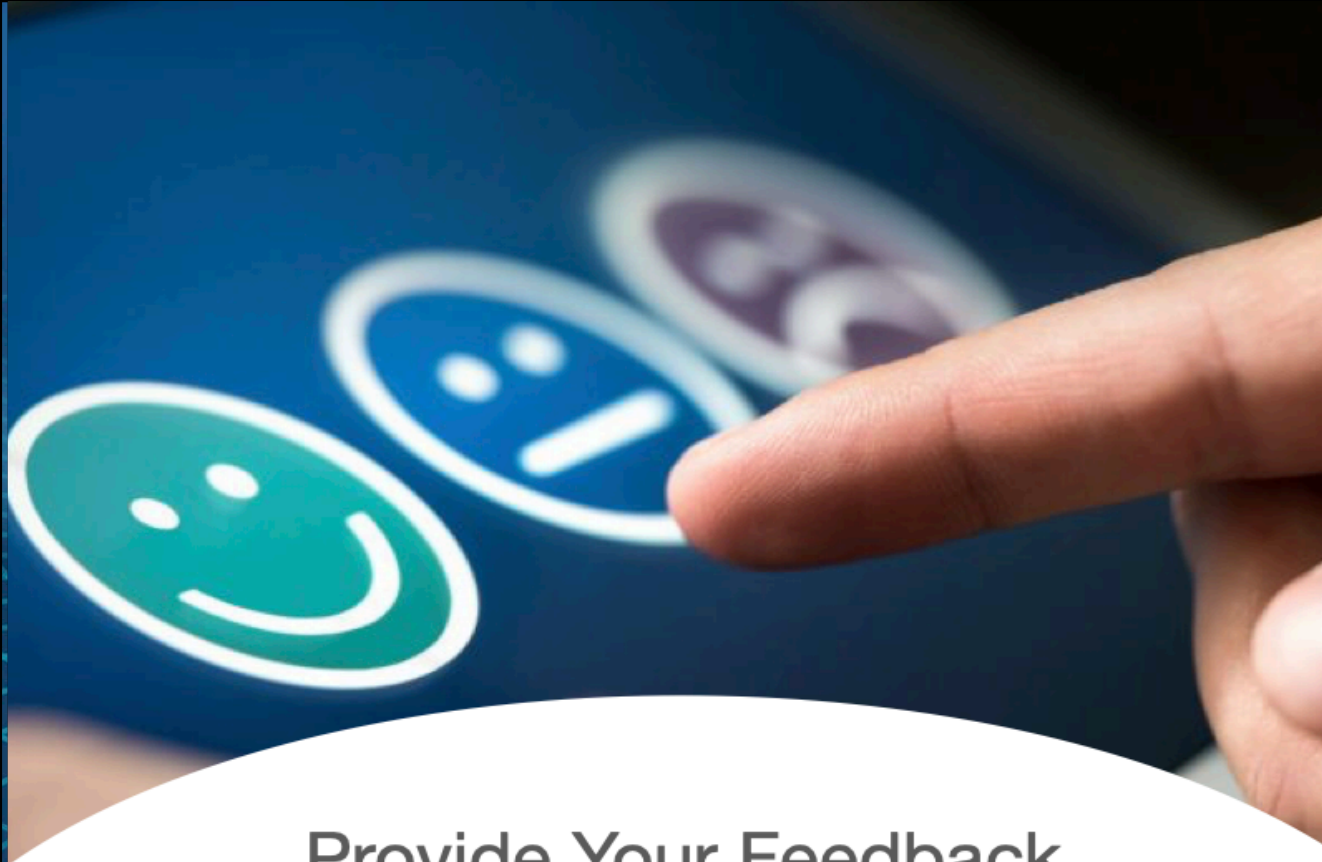
Change the header on all screens to:
“True ESP Research Study”

True ESP Logo

★ Leave the copy and study questions on all screens as they are.

I will modify these later.

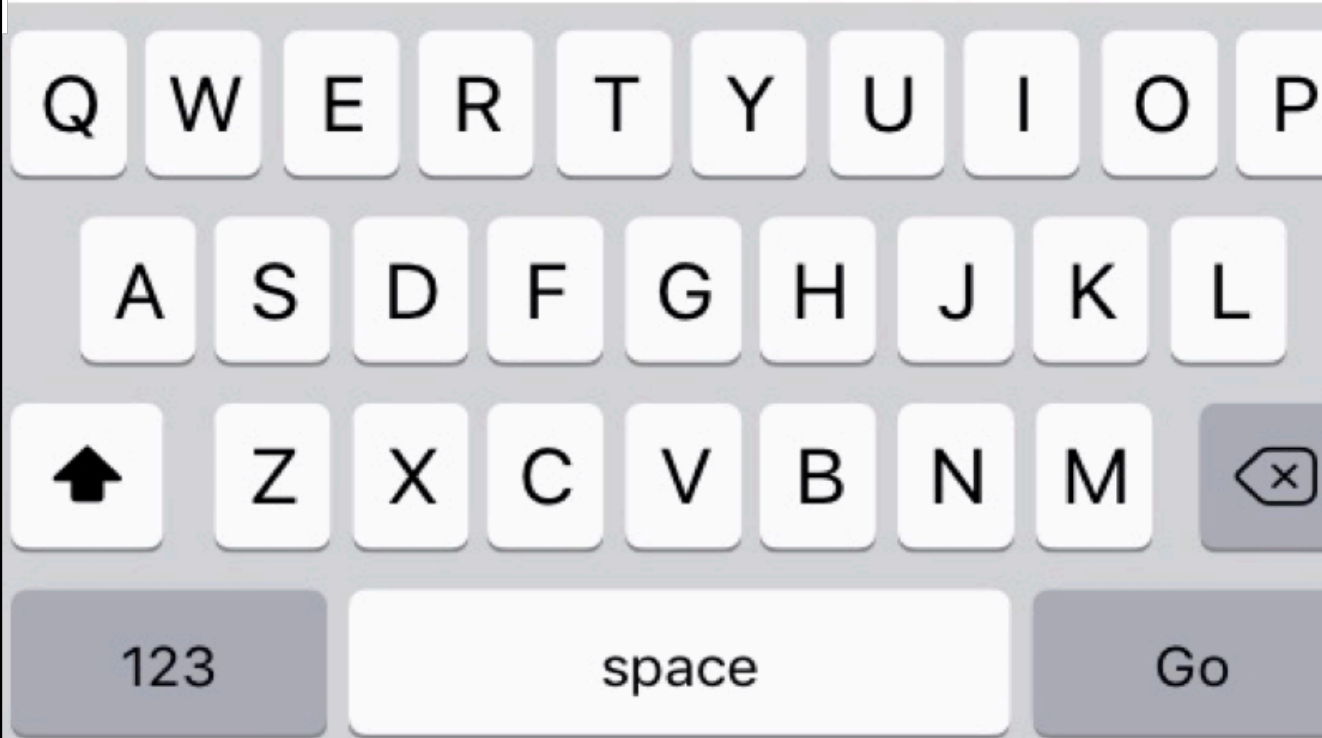
From NeuralJoy App Feedback Screen



Provide Your Feedback

What do you like most about
True ESP? What can we improve?

Submit



* I will change the text and
email address later

Request Review

Code to request reviews
should also be included

Enjoying True ESP?

★

★

★

★

★

Tap a Star to Rate

Leave a review (Optional)

Dismiss

Submit

Remote App Management Dashboard



Specs for remote app management will be sent separately